

Ashir Afridi

Software Engineer — MERN

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PROFESSIONAL SUMMARY

I love building apps that make people's lives easier. Recently, I architected an eCommerce platform as a Founding Engineer that makes online selling 5 times more affordable than ever before, now serving 10+ active clients with 99.9% uptime. Expert in MERN stack, microservices architecture, and modern DevOps practices.

EXPERIENCE

Founding Engineer

Nov 2024 – Present

SeltraX

Remote

- **Tech Stack:** Turborepo, Express, React, Next.js, TypeScript, PostgreSQL, Shadcn, Tailwind CSS, Zustand, Docker
- Architected and deployed a full-stack eCommerce platform from the ground up, enabling businesses to build and manage online stores with enterprise-grade features comparable to Shopify
- Successfully scaled platform to serve 10+ active clients with 99.9% uptime, demonstrating robust architecture and reliable performance under production workloads
- Engineered a comprehensive admin panel with role-based access control, real-time analytics dashboard, and automated workflow management to streamline store operations
- Optimized user onboarding flow through intuitive UI/UX design and automated setup processes, reducing time-to-first-store by 80% and increasing client satisfaction scores by 80%
- Implemented microservices architecture using Docker containerization and monorepo management with Turborepo, enabling independent scaling and faster development cycles

MERN Stack Developer (Contract)

Sep 2024 – Mar 2025

Veta AI

Sukkur, Sindh

- **Tech Stack:** Next.js 14, TypeScript, Prisma, TailwindCSS, PostgreSQL, and NextAuth
- Developed and deployed a SaaS call center platform with dashboards, lead generation, bulk calling, and appointment management.
- Scaled to 25+ active clients, delivering reliable performance and high client adoption.
- Integrated Cal.com, GoHighLevel, and Google Calendar to streamline scheduling and workflows.
- Reduced user onboarding time by 30% and improved client satisfaction by 25%.

Full Stack Web Developer

Jan. 2023 – Aug. 2024

Appexplorer Technologies

Remote, Bangladesh

- **Tech Stack:** Laravel, React Js, Breeze, Composer, MySQL, Apache, and Web Sockets
- Resolved 95% of escalated tickets within SLAs as the most junior team member, improving client satisfaction and feedback.
- Reduced manual admin work by 40% and improved payment tracking efficiency through app automation.
- Delivered new features and streamlined workflows, boosting user efficiency by 25%.
- Improved system stability and reduced downtime by aligning development with business goals.

FREELANCE PROJECTS

LaunchIdea.ai - [Live Demo](#)

Apr 2024 – Jun 2024

- **Tech Stack:** Next.js, TypeScript, Supabase, Prisma, Tailwind Css, Vercel
- Engineered an AI-powered idea generation and prototyping tool for startups.
- Enabled users to generate, refine, and validate business ideas through interactive AI-driven workflows.
- Delivered features like web scraping, idea boards, and an interactive chat interface for research and collaboration.
- Supported collaborative brainstorming and rapid prototyping, improving innovation speed and user engagement.

- **Tech Stack:** Next.js, TypeScript, Tailwind CSS, Contentful CMS, Vercel
- Developed a modern, fully responsive blog with an SEO-friendly design.
- Integrated an AI-powered chatbot to deliver instant, accurate, and interactive access to service details, enhancing customer engagement and support.
- Integrated Contentful CMS for seamless content management.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, PHP, Python, C++

Frontend: React.js, Next.js, HTML, CSS, Recoil, Context API, Zustand

Styling Tools: Tailwind CSS, Bootstrap, Shadcn UI, Webflow

Backend: Node.js, Express.js, Laravel, REST APIs, GraphQL, OpenAI/GenAI APIs, Prisma ORM

Database: MongoDB, MySQL, PostgreSQL, Supabase, Firebase, NeonDB, PineconeDB, Sanity.io

DevOps & Tools: Docker, Turborepo, Git, GitHub Actions, CI/CD Pipelines, Nginx, Apache

Cloud & Hosting: Vercel, AWS, Linode, VPS, WHM, Digital Ocean

EDUCATION

Shah Abdul Latif University

Bachelor of Science in Computer Science

Khairpur, Sindh

Mar. 2021 – Dec 2024

CERTIFICATIONS

Full Stack Web Development Course - [100xDevs](#)

Dec 2023 – Jun 2024

ADDITIONAL

Awards: Ranked Top 3 Web Designer – Sibafest 2024; Ranked Top 10 Speed Programmer – Sibafest 2024