

ALI VARSHOCHI

Senior Full-Stack Developer

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PROFESSIONAL EXPERIENCE

Full-stack software engineer with extensive experience in PHP, Laravel, MySQL, JavaScript, React, Python, REST APIs, and cloud-ready architecture. Proven ability to build dynamic CMS platforms, advanced dashboards, multi-role authentication systems, e-commerce solutions, and data-driven applications. Strong focus on clean code, system scalability, security, and performance optimization. Committed to delivering high-quality solutions and collaborating effectively in distributed engineering teams.

WORK EXPERIENCE

Freelance / Self-Employed

Full-Stack Developer, May 2022 – Present

- Designed, developed, and launched fully responsive web applications using **PHP, Laravel, MySQL, JavaScript, jQuery, Bootstrap, HTML, CSS, and React**, delivering modern UI/UX and optimized performance for clients in various industries.
- Built **custom Content Management Systems (CMS)** with dynamic dashboards for Admin, Vendor, and User roles, integrating secure authentication, authorization, and advanced CRUD operations.
- Developed complete **e-commerce platforms** with real-time inventory, order management, discount/coupon systems, shipping modules, and **integrated payment gateways** including PayPal and Stripe.
- Improved website speed and reliability by optimizing databases, implementing caching, and writing clean, scalable backend architecture following MVC principles and Laravel best practices.
- Delivered end-to-end project management—from requirements gathering to deployment—ensuring on-time delivery, high-quality coding standards, and successful client satisfaction with long-term support.

Shimilia Company

Software & Web Developer, August 2020 – May 2022

- Developed and maintained company websites and internal web applications using Laravel, PHP, MySQL.
- Designed responsive and modern UIs using HTML5, CSS3, Bootstrap, and jQuery.
- Collaborated closely with the design team and marketing department to improve website functionality and user engagement.

- Reduced website load time by over 40% through code refactoring and asset optimization.
- Collaborated with clients to convert business requirements into technical solutions, achieving measurable improvements in conversion rates, user engagement, and overall system performance.

Tava Manufacturing and Industrial Company

Mid-Level Full-Stack Developer, September 2016 – December 2020

- Developed and maintained internal web applications used across manufacturing and administrative departments, using Laravel, PHP, MySQL, JavaScript, jQuery, Bootstrap, HTML, and CSS to improve workflow efficiency and data accuracy.
- Built automated dashboards for **inventory, production tracking, and quality control**, enabling real-time reporting and reducing manual processes across the factory operations.
- Implemented secure authentication, role-based access control, and user management modules that strengthened system security and improved employee workflow.

EDUCATION

Qazvin Azad University - September 2010 – July 2015

- Bachelor of Science (B.S.) in Computer Hardware Engineering

KEY SKILLS

Frontend Development:

HTML5, CSS3, JavaScript (ES6+), jQuery, Bootstrap, Responsive UI/UX, ReactJS (in progress), AJAX

Backend Development:

PHP, Laravel, MVC Architecture, RESTful API Development, Authentication & Authorization, Session & Security

Database & Server:

MySQL, Database Design, SQL Optimization, Query Performance Tuning, Server Configuration, cPanel/Hosting

E-commerce & Payment Systems:

PayPal API, Stripe API, Shopping Carts, Order Management, Coupons/Discounts, Shipping/Tax Modules

Software Development

Python (intermediate), Django (in progress), CLI tools, secure system architecture, modular code structure

SEO & Performance

SEO Optimization (meta tags, URL structure, schema), Page Speed, Accessibility, Web Vitals, Google Indexing.
