

Sheraz Ishaq

Senior Backend Developer with 10+ years of experience specializing in Ruby on Rails and Laravel. Experienced in building scalable SaaS applications, automation workflows, web scraping systems, and API integrations with CRMs, payment gateways, and accounting platforms. Skilled in building reliable backend systems and practical business automation solutions.

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Work Experience

Freelancing (June 2015 – Present)

Backend Developer & Automation Engineer

- Developed scalable backend and SaaS applications for over 10 years using Ruby on Rails, Laravel & CodeIgniter.
- Built and maintained large-scale web scraping systems using Scrapy, Playwright, Selenium incorporating product monitoring, proxy rotation, anti-bot measures, and automated booking functionalities.
- Integrated CRMs, payment gateways, accounting platforms, communication tools, and third-party APIs, including GoHighLevel, Sierra, RealGeeks, Lofty, Stripe, PayPal, Xero, and QuickBooks, while building webhook-driven workflows, subscriptions, billing, and business automation.

Aldaim Solutions (August 2012 – May 2015)

Software Engineer

- Worked as a Software Engineer developing web applications and backend systems.
- Participated in the design, development, debugging, and maintenance of business applications and automation solutions.
- Progressed from an internship role into a full-time Software Engineer position at Aldaim Solutions.

Projects

ReviewScraperAPI – Review Data Aggregation & Scraping API

- Developed a scalable API-based platform for collecting and normalizing customer reviews from platforms such as Facebook, Google, and Tripadvisor.
- Implemented API access, background processing, subscription and pay-as-you-go billing, and structured review data delivery for client applications.
- Created automated scraping workflows incorporating proxy rotation, anti-bot measures, and rate-limit management to enhance reliability across diverse sources.

LeadFlow – Lead Enrichment & CRM Automation SaaS

- Developed a SaaS lead-enrichment platform, integrating multiple third-party APIs and CRMs including Sierra, RealGeeks, Lofty, and GoHighLevel.
- Developed automated workflows to enrich leads with phone numbers, homeownership status, residence history, financial information, and additional attributes.
- Implemented subscription management, credit-based billing, webhooks, API integrations, and background processing to automate the lead enrichment workflow.

Spooph – Short-Form Video & Creator Platform

- Developed a video platform where users can upload, watch, like, share, and interact with short-form videos.

- Implemented video-specific chat and commenting features, including comments, upvotes/downvotes, and social interactions.
- Integrated Stripe payments, allowing users to pledge financial support directly to content creators.

RU-N – Team & Event Management System

- Developed a team and event management platform with event scheduling, RSVP tracking, team management, and match score history.
- Built dashboards for upcoming events and team members, along with event availability tracking.
- Implemented individual and group chat between coaches and players, integrated with Twilio for SMS/mobile communication.

Cumulus-Me – Social & Professional Network Analysis

- Developed a platform that analyzed contacts from Facebook, LinkedIn, and Google+ based on education, profession, location, and other social/professional attributes.
- Matched contacts based on shared schools, colleges, professions, and career areas to identify relevant connections.
- Developed a scoring system to rank contacts based on their potential social and professional networking value.

PiraniProof – Design Proofing & Workflow Management

- Developed an internal CMS and workflow management system for customer design jobs, including request forms, job statuses, fuzzy search, and drag-and-drop workflow trays.
- Built an automated design proofing workflow where customers receive a secure link via email to review, approve, or reject designs.
- Automated job routing and notifications, moving jobs to the appropriate workflow tray based on customer approval or rejection.

Support CustomTunez – Customer Support & Task Management

- Developed a support platform where customers can create support tickets, communicate with admins, and track issues and resolutions.
- Integrated Wix, allowing Wix customers to log in directly and automatically creating related tasks in the Wix system.
- Implemented SMS and Slack notifications along with automated task and support workflows to keep customers and internal teams updated.

AftiePlayer – Image Comparison & Visual Diff Tool

- Developed a reusable JavaScript-based visual diff tool with an interactive slider to compare before-and-after versions of two same-dimension images.

Crewcade – Gaming Team & Tournament Platform

- Developed a platform for players to create, join, and manage gaming teams, with team pages, player profiles, and sponsor advertising.
- Built a tournament bracket system to manage matchups, track game results, handle progression through tournament stages, and determine winners.

Zaflogistics – Logistics & Delivery Management

- Developed the Laravel-based web backend and admin dashboard for managing orders and delivery requests submitted through the mobile application.
- Built an admin interface to view and track active deliveries, including shipments handled by third-party carriers such as UPS and FedEx.

TrackMyLinks – Backlink Monitoring & SEO Analysis Platform

- Developed a platform to analyze backlinks from campaign and competitor pages by automatically extracting external links.
- Implemented backlink monitoring and indexing-status tracking, with automated checks for link health and Google indexing signals.
- Built daily reports and alerts to track backlink changes, link health, HTTP status codes, and indexing status.

CellTrack — Phone Tracking & Network Analysis Platform

- Built a web application for mobile-number tracking, providing detailed subscriber and network information with alerts when a mobile number changes location.
- Included HLR status, subscriber connectivity, roaming, number portability, network details, and country analysis.

DomainHawk – Domain Auction & Auto-Bidding Platform

- Developed a domain auction platform aggregating listings from DropCatch, Dynadot, NameCheap, NameSilo, and Sav, allowing users to search and manage auctions from a single interface.
- Implemented automated bidding, where users set starting and maximum bid limits; scheduled jobs monitor auction status and automatically increase bids when outbid without exceeding the configured maximum.
- Integrated WHOIS services to monitor users' domains, including expiration and renewal tracking.

eCommerce Scraping & Product Automation

- Developed and maintained Scrapy spiders for 50+ eCommerce websites, including Armani, Cubus, Amazon, Scotch & Soda, Namshi, Talabat, and EatEasy.
- Built product scraping pipelines to clean and normalize data, handle proxies, monitor scraper health with Rollbar and daily reporting, and push selected products to Shopify via API.

Education

- BS Computer Engineering (September 2009 – February 2014)
University of Engineering and Technology, Lahore

Technical Skills

- **Backend:** Laravel, Ruby on Rails, CodeIgniter, Django, FastAPI
- **Programming:** PHP, Ruby, Python, JavaScript, C#
- **Databases:** MySQL, PostgreSQL, MongoDB, Elasticsearch
- **Scraping & Automation:** Scrapy, Playwright, Selenium
- **Cloud:** AWS (EC2, S3, Lambda), GCP, DigitalOcean, Heroku
- **CRM & Accounting:** GoHighLevel, Sierra, RealGeeks, Lofty, QuickBooks, Xero, Sage
- **APIs & Integrations:** REST APIs, Webhooks, OAuth, Third-party APIs