

Haseeb Asif

Technical Project Lead & Full-Stack Engineer

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PROFESSIONAL SUMMARY

Builder-leader with **4+ years** of experience shipping full-stack solutions and leading cross-functional teams. I translate ambiguous problems into scalable, working systems without drama. My expertise spans architecture, delivery, and automation—with a practical distaste for unnecessary complexity. Technical enough to debug code at 11 PM, strategic enough to run a 9 AM standup without making it awkward.

CORE COMPETENCIES

Technical Leadership — Delivery planning, sprint management, mentoring, architecture	Full-Stack Dev — End-to-end system design, clean maintainable code
System Architecture — AWS, Docker, CI/CD, API design, automation	Collaboration — Async-friendly, direct, low-noise communication

TECHNICAL SKILLS

Frontend	React · Next.js · TypeScript · Tailwind · REST/GraphQL	Backend	PHP/Laravel · Python · Node.js · MySQL · PostgreSQL
CMS & Integrations	WordPress (Headless, ACF, Woo) · Salesforce · HubSpot · Stripe	Infrastructure	AWS · Docker · CI/CD · Linux · Git
Leadership	Sprint Planning · Hiring · Mentoring · Architecture Reviews	Automation	Webhooks · Data Pipelines · Internal Tooling

PROFESSIONAL EXPERIENCE

Technical Project Lead & Full-Stack Engineer

Freelance / Contract

- 2022 – Present
- Led 6 cross-functional teams through complex integrations, ensuring "the right thing gets built, the right way, on time."
 - Architected and delivered 40+ projects across e-commerce, logistics, SaaS, and media.
 - Increased sales team efficiency by automating lead sync between Salesforce and HubSpot.
 - Reduced media site page load time by **68%** via headless WordPress + Next.js migration.
 - Saved 12 hours/week per person through Python automation for logistics clients.

Senior Full-Stack Developer

Various Agencies & Startups

- 2019 – 2022
- Built a multi-tenant SaaS dashboard from scratch in 10 weeks (React + PHP).
 - Overhauled WooCommerce store from 7s → 2s load time (server-side caching, image pipeline, query rewrites).
 - Designed internal API gateway with auto-docs and versioning for 8 developers.

KEY PROJECTS

Enterprise CRM Integration Platform

PHP · Laravel · Salesforce API · HubSpot

Custom middleware connecting Salesforce, HubSpot, and a bespoke PHP backend. Automated lead sync, deal tracking, and reporting for a 50-person sales team. Replaced 6 manual spreadsheets.

Headless WordPress + Next.js Platform

WordPress · Next.js · GraphQL

Re-architected a content-heavy media site from monolithic WordPress to headless + Next.js. Page load time dropped 68%. Editors still use WordPress. Everyone wins.

Internal Automation Suite

Python · PostgreSQL · AWS Lambda

Python toolkit for a logistics client: invoice parsing, supplier email processing, inventory reconciliation. Reduced manual data entry by 12 hours per week per person.

Multi-Tenant SaaS Dashboard

React · PHP · MySQL

Role-based analytics dashboard built from scratch. Launched in 10 weeks with a permissions system that actually made sense.

E-Commerce Performance Overhaul

WordPress · WooCommerce · Redis

Took a WooCommerce store from 7-second load to under 2 seconds. Full audit, caching, image optimisation, query rewrites—no new features, just fixing what existed.

API Gateway & Developer Portal

Node.js · TypeScript · Docker

Internal API gateway with auto-generated docs, versioning, and usage analytics. Helped 8 developers stop arguing about endpoint naming conventions.

WORK PHILOSOPHY

- Understand deeply** — analyze before coding.
- Design for humans** — prioritise UX and developer experience.
- Build fast & clean** — deliver efficient solutions without over-engineering.
- Ship with ownership** — take full responsibility for delivery and maintenance.

"He doesn't just write code; he makes sure the right thing gets built, the right way, on time." — Colleague