

SARBAZ ALI N

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SUMMARY

Web Developer with 11+ years designing, building, and maintaining WordPress, ReactJS, and full-stack websites. Experienced integrating CRM, booking, and payment systems, hardening site security and performance, and delivering SEO improvements through technical and on-page optimisation. Has led a team of developers, managed website migrations with zero downtime, and trained non-technical clients to manage their own websites independently.

EXPERIENCE

Sr. Web Developer — Brandtaxi Interactive *July 2024 - Present | Dubai, UAE*

- Developed high-performance, responsive, and SEO-friendly WordPress websites for clients across various industries.
- Implemented WordPress security best practices and integrated payment gateways, booking systems, and CRM solutions.
- Configured and hardened production server environments — automated backups, CDN optimisation, and performance caching — reducing resource load and improving site speed for global users.
- Streamlined front-end and back-end workflows by integrating automation tools and building reusable plugins for commonly used sections, boosting team efficiency and consistency across multiple client projects.
- Engineered custom REST API integrations with third-party services, enabling seamless data exchange and enhancing platform capabilities for diverse client requirements.

Sr. Web Developer — qCoder *July 2023 - June 2024 | Kerala, India*

- Collaborated with clients to design, develop, and maintain tailored websites using WordPress, Webflow, and HubSpot.
- Implemented responsive design principles and managed end-to-end project execution.
- Revamped legacy codebases and integrated modern frameworks, improving website security, scalability, and maintainability across multiple client projects.

Senior Web Developer — Hexeam Software Solutions *February 2018 - September 2018 | Kozhikode, India*

- Led a team of junior developers and designers delivering SEO-optimised WordPress websites, ensuring performance, clean UI, and responsive design standards.
- Owned technical and on-page SEO strategy — keyword research, metadata, site audits, and Core Web Vitals — to improve rankings and organic visibility.
- Managed client SEO campaigns end-to-end, tracking keyword performance, traffic, and conversions via Google Analytics and Search Console.
- Mentored team members on SEO, optimisation, and analytics, and collaborated with stakeholders to align development and marketing goals.

Web Developer — Limenzy Technologies Pvt Ltd *November 2014 - December 2017 | Kozhikode, India*

- Designed and built custom WordPress websites end-to-end, integrating contact forms, payment gateways, and third-party APIs to support business goals.
- Implemented SEO best practices (schema markup, on-page optimisation, sitemaps) and performance tuning, improving organic visibility and rankings for local business clients.
- Strengthened site security through malware remediation, SSL configuration, and firewall/database hardening, reducing vulnerabilities and repeat breaches.
- Configured hosting (cPanel, shared & VPS), managed DNS, and executed website migrations with zero data loss and minimal downtime.
- Converted Figma/PSD wireframes into pixel-perfect, SEO-optimised landing pages in collaboration with design and marketing teams.
- Delivered WordPress CMS training to clients, enabling non-technical stakeholders to manage content independently.

Software Developer — KED Technology *July 2020 - July 2023 | Mumbai, India*

- Designed and deployed real-time utility monitoring dashboards (React, JavaScript, AJAX, REST APIs) integrated with the Niagara N4 platform.
- Configured JACE controllers and integrated metering/energy devices, and troubleshoot data-sync and performance issues for large-scale datasets.

- Collaborated with operations and maintenance teams on deployment, testing, and user training.

Software Engineer — Honeywell *January 2020 - July 2020 | Dubai, UAE*

- Rebuilt the HMI for Dubai Airport using ReactJS, SVG, and RESTful APIs, improving responsiveness and real-time data rendering.
- Integrated live device data via Modbus/BACnet, reducing latency by 25% and improving monitoring accuracy.

Web Developer — Energy International Corporation *October 2018 - January 2020 | Doha, Qatar*

- Built interactive real-time dashboards (HTML, JavaScript, React, AJAX) visualising building automation data from Niagara N4.
- Integrated 300+ field points via BACnet/Modbus/KNX, achieving 99% system communication uptime.
- Collaborated with automation and engineering teams to deploy dashboards and BMS systems in live environments.

SKILLS

Website Management: Website builds & migrations, responsive design, client training & documentation, project delivery

CMS & Integrations: WordPress, Webflow, HubSpot, CRM/booking/payment gateway integrations, REST API integrations, Elementor, DIVI, WPBakery, Gutenberg

Frontend Development: ReactJS, HTML5, CSS, JavaScript, jQuery, AJAX

Backend & Databases: NodeJS, PHP, MySQL, SQL Server, RESTful APIs

SEO & Optimisation: On-page & technical SEO, site audits, Core Web Vitals, Google Analytics & Search Console, performance optimisation

Cloud, Tools & Security: Basic AWS & GCP, GitHub, VS Code, SSL/security hardening, cPanel/VPS hosting & DNS

Mobile (Basics): Flutter, Android Studio

EDUCATION

Diploma in Computer Engineering — JDT Islam Polytechnic College, Calicut, Kerala, India (2010 - 2013)

Higher Secondary — Zamorin's Guruvayurappan College (2008 - 2010)

CERTIFICATIONS

Niagara 4 Technical Certification Program (TCP) — Tridium, R-337856