

MOHAMED ASFARAN

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PROFESSIONAL SUMMARY

Well-qualified Full Stack Developer familiar with wide range of programming utilities and languages. Knowledgeable of backend and frontend development requirements. Handles any part of process with ease. Collaborative team player with excellent technical abilities offering 15 years of related experience.

SKILLS

- Magento (1 and 2)
- E-commerce, Laravel, Joomla, WordPress
- Pabbly, Monday (Automation), QuickBooks
- Agile/Scrum
- Web Development, OOP
- Trello, JIRA, Asana
- Software Development
- HTML, CSS
- JavaScript, jQuery, AJAX, JSON mapping
- Agile development methodologies, Scrum
- Application Development, API integration
- MVVM/MVC/CMS
- AWS (EC2, RDS, etc.)
- PHP, Redis
- RDMS Development, MySQL
- Linux, LAMP
- SEO
- SVN/Git, Git Version Control
- Web Services
- IOT, Telco
- SOAP and RESTful Web Services
- Project management

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/asfaran/>
- <https://github.com/asfaran>

WORK HISTORY

09/2022 to 08/2025 **Full Stack Developer**

Drawdeck – Dubai, United Arab Emirates

- Managing, troubleshooting, debugging, and optimizing drawdeck.com (initially Magento, then Shopify) and draftframes.com (Laravel) multi-sites
- Led end-to-end migration from Magento to Shopify, ensuring seamless transition, zero downtime, and full data integrity across thousands of SKUs.
- Customized the Shopify Dawn theme and integrated essential third-party apps, payment gateways, and shipping/tax configurations for a fully functional

storefront.

- Automated product imports, category mapping, and 301 redirects using custom scripts to streamline operations and maintain SEO rankings.
- Enhanced mobile responsiveness, site performance, and UX/UI consistency while optimizing the Shopify store for speed and conversion.
- Managed and maintained AWS infrastructure (EC2, RDS, Elasticsearch) for both multi-sites.
- Developed automation tools for production, supply chain, and marketing workflows, increasing operational efficiency.
- Designed scalable backend systems and custom modules, adhering to clean code practices and agile methodologies.
- Mentored junior developers and provided ongoing support, QA, and technical leadership across full-stack development projects.

08/2021 to 08/2022 **Full Stack Developer (Magento)**

Twire (Pvt) Ltd

- Manage, troubleshoot, debug, optimize, modify, maintain klippdighemma.se, hairgear.se and solidcos.com.
- Develop scalable, robust, testable and efficient modules, extensions, patches and add-ons
- Developed integrations between Magento and other systems using APIs or proprietary protocols such as SOAP/REST, XML-RPC, etc (ex: Integrating klarna payment, Integrating uni-faun shipping)
- Adhere to agile development principles while following and improving all aspects of scrum process
- Playing a key role in architectural, design decisions and efficient cloud service Works with designers, project manager, and client related to performance, scalability, security, stability and reliability of platforms.

09/2020 to 08/2021 **Full Stack Developer**

Weber Inc

- Developed Custom ERP, Custom Templates, new Theme Development and new Payment Gateways with User Friendly Dashboard Customization, Dashboard Overseeing for CMS
- Develop, programming, and maintain E-commerce sites consistency, Manage SEO
- Lead execution of campaigns and focus periods with customers through their digital and social platforms
- Developing responsive web UI with cross-browser compatibility
- Developing custom WordPress/Magento themes and plugins.

01/2020 to 08/2020 **Senior Web Developer**

Leafcutter

- Supporting the development, maintenance, and updating of websites
- Developing responsive web UI with cross-browser compatibility
- Developing various CMS websites and custom WordPress themes with SEO best practices
- Developing WordPress blocks using Gutenberg

- SVN, version control within three work environments
- Reviewing code and assisting team members, Writing confluence pages.
- Completed full redesigns of existing websites to improve navigation, enhance visuals, and strengthen search engine rankings.

03/2017 to 12/2019 **Developer & Ecommerce Manager**

Weber Inc – Kandy, Sri Lanka

- Develop, evolve, and maintain e-commerce (Magento/WooCommerce) around 30 web site consistency.
- Manage SEO, resolve technical issues.
- Ensure measurement and analyze online campaign metrics and advise appropriate adjustments to ensure maximum ROI.
- Analyze the end-to-end e-commerce process to increase the transaction success rate. Translate customer requirements into written use cases.
- Designed reusable and reliable code for use within distributed cloud environments

10/2016 to 02/2017 **Senior PHP Developer**

Extreme Web (Pvt) Ltd

- Develop, evolve, and maintain e-commerce (Magento/Woocommerce) site consistency. Manage SEO, Resolve technical issues.
- Ensure measurement and analyze online campaign metrics and advise appropriate adjustments to ensure maximum ROI.
- Analyze end-to-end e-commerce process to increase transaction success rate. Translate customer requirements into written use cases.
- Designed reusable and reliable code for use within distributed cloud environments

09/2014 to 09/2016 **Software Engineer**

Ezelink Telecom

- Design, develop and maintain Brand Identity, services, company websites
- Maintain security, backup, and redundancy strategies
- Support Research and Front End Development team
- Support the installation team in setting up Ezelink products
- Translate Business Requirements into technology solutions and Mechanisms.

EDUCATION

07/2023

MBA: Business Administration

University of Bedfordshire (UOB) - Luton, UK

09/2009

HNDIT: Information Technology

Institute of Advanced Technological Education - Galle, Sri Lanka

11/2006

High School Diploma

Asian Aviation Center - Colombo

CERTIFICATIONS

- Google Project Management Professional Certificate
- Advanced Google Analytics - Google Academy

- Certified Professional OKR Primer By Agile Great
- Certified Professional Scrum Master Primer By Agile Great
- Entrepreneurial Skills Development Program - University of Sri Jayewardenepura, Sri Lanka
- Introduction to Digital Journalism - Reuters

RECENT PORTFOLIOS

Drawdeck.com, Klippdighemma.se, Hairgear.se, Solidcos.com, Cakes.lk, Thaagi.com, Lavazza.com.au (partial), draftframes.com, Melbourneanimalphysiotherapy.com.au, Blueknot.org.au, Meatshop.lk, Ceylonnaturetravels.com, Fiansrilanka.lk, Ceylona.com.au, Anodynecann.com.au, srihanda.lk

PERSONAL DETAILS

Date of Birth: 18/10/1986

Nationality: Sri Lankan

Marital Status: Married

Visa Status: Employment

Other: Availability: Immediately