

MUHAMMAD SHOEB

Senior Laravel & AI SaaS Architect

Dhaka, Bangladesh | shoeb.cs@gmail.com | linkedin.com/in/mshoeb | shoebdev.com

PROFESSIONAL SUMMARY

Senior Laravel & AI SaaS Architect with 18+ years of experience building scalable, multi-tenant SaaS platforms from idea to production. Recently architected and built Nexarise Suite, an AI-powered POS, CRM, Inventory, Accounting, HRM, and eCommerce SaaS platform using Laravel, React/TypeScript, and modern cloud technologies. Engineered AI assistant capabilities designed to deliver up to 10x faster support responses and automate up to 70% of common customer queries. Strong expertise in system architecture, performance optimization, cloud deployment, and AI-assisted engineering workflows.

SKILLS

Backend: PHP, Laravel, REST APIs, MySQL, PostgreSQL + pgvector, Redis, Queues, Caching, Multi-Tenant Architecture, Database Design & Query Optimization

Frontend: React, TypeScript, Inertia.js, Tailwind CSS, Bootstrap, Vue.js, JavaScript, HTML5, CSS3

AI & Tools: Laravel AI SDK, OpenAI API, RAG / Embeddings, MCP, AI Agents, AI-Assisted Engineering, Agentic Development (Cursor AI, Claude Code)

DevOps & Integrations: Laravel Cloud, Laravel Forge, Nginx, Ubuntu, AWS / DigitalOcean, Git / GitHub, CI/CD, Sentry, Horizon, Twilio, Mailgun, SendGrid, Payment Gateways

PROFESSIONAL EXPERIENCE

Senior Laravel & AI SaaS Architect

Jan 2023 – Present

Nexarise Tech

Dhaka, Bangladesh

- Architected and built Nexarise Suite, an AI-powered multi-company SaaS platform unifying POS, Inventory, Purchasing, HRM, Accounting, eCommerce, and an AI assistant.
- Designed a single-database multi-tenant architecture using company-level isolation, branch scoping, RBAC, audit logs, module controls, and subscription-ready SaaS foundations.
- Applied AI-assisted engineering workflows for planning, coding, refactoring, documentation, and QA to accelerate delivery while maintaining clean architecture standards.
- Optimized application performance through database design, query tuning, caching, queues, monitoring, and production deployment best practices.

Senior PHP/Laravel Developer (Remote)

May 2017 – Dec 2022

Alpha Sprout

Raleigh, NC, USA

- Developed 2 SaaS applications end-to-end, including an AI-powered sales assistant that increased lead-to-call conversion rates by 25%.
- Implemented automated marketing campaigns that cut overall operating expenses by 20%.
- Built RESTful APIs and integrated 10 third-party APIs (Twilio, Mailgun, Dialogflow); led a team of 3 developers.

Senior PHP Developer – Team Lead

Jul 2015 – Apr 2017

ASBD Soft

Dhaka, Bangladesh

- Developed SaaS application features that improved user satisfaction by 35%.
- Resolved complex performance problems and architectural challenges while leading a team of 6 developers.

Senior PHP/Zend Developer (Remote)

Mar 2010 – Jun 2015

MyBuilding Inc.

New York, NY, USA

- Improved reliability and performance of a SaaS application by 30% through new technologies and design principles.
- Designed a public REST API used by third-party developers and raised unit test coverage to 95%.

Earlier Experience

Senior Software Engineer, Greenland IT, Dhaka, Bangladesh

2007 – 2010

Web Programmer, ECBB Bangladesh, Dhaka, Bangladesh

2006 – 2007

FEATURED PROJECT

Nexarise Suite — AI-Powered Business Management SaaS

Lead Architect & Developer

A unified multi-tenant platform for POS, inventory, finance, HR, eCommerce, reporting, and AI-powered customer support.

- Architected a multi-tenant SaaS unifying POS, CRM, Inventory, Accounting, HRM, and eCommerce, with a branch-scoped double-entry accounting engine and real-time inventory with stock reservations.
- Built an integrated AI layer — OpenAI Realtime voice support, AI chatbot and sales assistant, RAG-based knowledge search (PostgreSQL + pgvector), suggested replies, and product recommendations.
- Leveraged Cursor and Claude Code AI-assisted workflows to accelerate development, refactoring, testing, documentation, and feature planning.

Tech Stack: Laravel 13, PHP 8.4, MySQL 8, PostgreSQL + pgvector, Redis, Inertia.js 2, React 19, TypeScript, Tailwind CSS 4.

CERTIFICATIONS

- Laravel Certified Developer — Laravel LLC, 2018
- Zend Certified Engineer: PHP 5.3 (2013), Zend Framework (2009) — Zend Technologies

AWARDS

- BASIS Freelancer Award — BASIS, Bangladesh (2020 and 2012)

EDUCATION

Bachelor of Engineering, Computer Science and Engineering

Shahjalal University of Science and Technology

2000 – 2004

Sylhet, Bangladesh

LANGUAGES

English, Bangla