



Afshin Farmanpour

Senior Backend Developer | PHP & Laravel

PHP ● Laravel ● Backend Architecture ● Database Design ● Redis ● Elasticsearch ● RESTful API

Contact Information

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Technical Skills

● Backend Development

PHP

PHP OOP

PHP MVC

Laravel

Laravel Blade

Livewire

RESTful API

Authorization

API Design

● Database & Data Management

MySQL

MariaDB

Database Design

Query Optimization

Database Indexing

Database Transactions

Eager Loading

Polymorphic Relationships

● Caching & Background Processing

Redis

Redis Caching

Queue

Jobs

Events & Listeners

Cron Jobs

Background Processing

OPcache

● Search Technologies

Elasticsearch

Meilisearch

About Me

Backend Developer with over 4 years of hands-on experience in designing and developing web applications and e-commerce platforms using PHP and Laravel.

My experience includes backend architecture design, database design, implementation of complex business logic, API development, query optimization, cache architecture, background processing, queues, Redis, Elasticsearch, payment systems, inventory management, and access control systems.

In my main projects, I have been responsible for the complete Backend lifecycle, from **database design and system architecture to admin panel development, API implementation, business logic, and performance optimization**. I also have experience designing Multi-Domain / Multi-Storefront architectures for managing multiple Frontends and independent domains through a centralized Backend and Admin Panel.

Work Experience

DCAKALA

— Senior Backend Developer

September 2022 - May 2026

Full ownership of the platform's Backend development, including database design, system architecture, business logic, admin panel, APIs, performance optimization, caching, and background processing.

Key Responsibilities & Achievements

- Participated in the complete migration of the platform from PrestaShop 1.7 to Laravel, including the migration of approximately 10 years of legacy data into the new architecture.
- Full responsibility for designing and implementing the Backend, including database architecture, business logic, APIs, and Admin Panel.

● Software Architecture & Design

- SOLID Principles
- Design Patterns
- Dependency Injection
- Service-Based Architecture
- Interface-Based Design

● Infrastructure & Performance

- Nginx
- Basic Linux
- DirectAdmin
- CPanel
- API Performance Optimization
- Cache Strategy
- SSR Architecture Integration

● E-commerce Systems

- Payment Gateway Integration
- Order Processing
- Inventory Management
- Product Search
- Product Comparison
- Dynamic Shipping Rules
- OTP Authentication

● Frontend Technologies

- JavaScript
- Alpine.js
- jQuery
- HTML5
- CSS3
- Bootstrap
- Tailwind CSS

● Development Tools & Methodologies

- Git
- Scrum
- Agile

Education

 B.Sc. in Automotive Engineering
Islamic Azad University | Tehran East | 2013

Designed and implemented a Dynamic Content Architecture using Polymorphic Relationships and a two-table-based structure for managing different types of Content Boxes.

Enabled Content Boxes to be dynamically assigned to products, categories, brands, packages, articles, and other entities, with configurable display order, custom settings, and full management through the Admin Panel.

Designed and implemented a custom granular access control system supporting Roles, Permissions, Multiple Roles, and Direct Permissions.

Implemented dedicated permission caching to prevent repeated Role and Permission lookups in the database, including background cache refresh and invalidation mechanisms.

Designed and implemented Search and Product Comparison systems using Elasticsearch.

Implemented Exact Search and Wildcard Search mechanisms to support precise queries as well as incomplete or ambiguous search terms.

Designed asynchronous Elasticsearch data synchronization using Queues.

Extensive use of Redis, Queues, Jobs, Events, and Listeners for background processing and reducing user-facing response times.

Optimized database queries using Eager Loading, selective column retrieval, Indexing, and Query Optimization to prevent unnecessary data fetching.

Contributed to the design of a caching architecture where GET requests are initially handled by a Node.js Gateway and cached responses are returned without forwarding the request to Laravel.

Designed a Granular Cache Invalidation mechanism to ensure that only caches related to modified resources are invalidated.

Implemented dedicated caching for areas such as product data, headers and metadata, reviews, and Q&A.

Designed an extensible payment architecture supporting multiple Payment Gateways using Interfaces, Dependency Injection, and SOLID principles.

Implemented the complete order and payment lifecycle, including Pending, Successful, Failed, and transaction status verification states.

Used Database Transactions to maintain data consistency and integrity during critical order and payment operations.

Training & Certifications

Comprehensive Web Design & Development Course — Laitec

108 hours | 2020

Comprehensive PHP & Laravel Course — Laitec

100 hours | 2021

Languages

English : Intermediate

Designed an inventory management system supporting total inventory, available inventory, reserved inventory, and sold quantity.

Implemented product inventory reservation during checkout and automatic inventory release when a purchase is not completed within a defined time window.

Developed a dedicated image processing service using Intervention Image.

Implemented automatic image generation in multiple sizes and conversion to WebP based on the requirements of different sections of the platform.

Stored original image versions and implemented background image regeneration through Queues when image configuration settings were changed.

Developed various E-commerce systems, including: **OTP Authentication | Cash on Delivery | Quick Checkout | Invoice Generation | SMS & Email Notifications | Shipping Providers & Rules | Product Attribute Management | Tag System | SEO Controls | Dynamic Mega Menu**

Designed and implemented a dynamic product bundling system that allows multiple products to be combined and offered as an independent product.

Designed an automatic synchronization mechanism between bundles and their underlying products, ensuring that changes to product prices, availability, or other relevant data are automatically reflected in the associated bundle.

Designed bundles as independent entities that can be displayed as standalone products and managed through dedicated categories independently of the original product categories.

Contributed to the design and implementation of a Hybrid Frontend Architecture, allowing the existing WordPress-based Blog to operate alongside the main Next.js frontend.

Configured Nginx as a Reverse Proxy so that the main frontend is served through Next.js while requests targeting specific Blog routes are transparently forwarded to WordPress.

This architecture enabled the platform to use the existing WordPress infrastructure and content alongside the new Next.js frontend without requiring a complete Blog migration or rewrite.

Implemented a custom Admin Panel logging system using Polymorphic Relationships and a dynamic structure for displaying logs across different models and records.

Designed a redirect management system through the Admin Panel and transformed redirect data into an

— Nginx-compatible structure, allowing redirects to be processed before reaching the application.

— Implemented a dynamic routing system capable of automatically identifying resources such as Products and Categories without relying on fixed URL prefixes.

— Implemented a multi-provider SMS delivery system with the ability to switch the active provider through the Admin Panel.

— Collaborated with Frontend and Infrastructure teams on the architecture connecting Next.js, Node.js, and Laravel while supporting a predominantly SSR-based architecture.

Selected Projects

Shopser & PinoStore

— Senior Backend Developer

Multi-Domain E-commerce Platform

Designed and implemented a centralized architecture for managing multiple Frontends and independent Domains through a shared Backend and centralized Admin Panel.

Key Project Highlights

- Designed and developed a centralized Backend and Admin Panel using Laravel.
- Implemented a Multi-Domain / Multi-Storefront architecture for managing multiple Frontends and independent Domains without requiring a separate Backend for each website.
- Designed a mechanism to identify the requesting Domain and serve domain-specific data accordingly.
- Implemented a system for registering and managing allowed Domains and using them to control Frontend-Backend communication.
- Designed a Polymorphic structure for associating models with one or multiple Domains.
- Designed Business Rules to restrict product visibility based on the allowed Domains of their associated Categories.
- Ensured that when a Category is active only on specific Domains, its associated Products are also restricted to those Domains.
- Implemented a Cache Strategy for managing shared resources across multiple Domains.

Designed a Cache Invalidation mechanism that invalidates related caches across all affected Domains whenever a shared resource is modified.

Reused the core architectures and systems developed for the DCAKALA platform.

Penguin Plast

Senior Backend Developer

Multilingual Product Showcase Platform

Key Project Highlights

- Developed the Backend of a product showcase website using Laravel and Blade.
- Implemented a multilingual content management architecture supporting three languages.
- Used Meilisearch to implement product search functionality.
- Developed Backend features and content management capabilities based on project requirements.