

HASAN DEEB

Senior Backend Engineer | Laravel & PHP | SaaS & ERP Architecture

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PROFESSIONAL SUMMARY

Senior backend engineer specializing in Laravel, PHP, and SaaS/ERP architecture, with ~8 years of experience building and scaling multi-tenant platforms across e-commerce, POS, dashboard and mobile channels. Skilled at turning complex, fragmented business logic into centralized, reusable backend architecture, with strong grounding in system design, API design and database performance at scale. Hands-on in implementation while mentoring engineers and setting technical direction — comfortable owning a problem from architecture through delivery.

EXPERIENCE

Backend Team Leader — OSOS, Kuwait Feb 2023 – Present

- Lead backend architecture for a multi-tenant SaaS ERP platform serving ~1,000 merchants across 1,500+ branches (POS, e-commerce, dashboard & mobile channels), maintaining 98% uptime.
- Designed a licensing-based access-control architecture — integrated with Laravel auth, policies & gates — replacing a fragmented subscription model; enabled accurate MRR and per-customer revenue reporting for the business.
- Architected a centralized, event-driven notification system (email/SMS/WhatsApp) and a reusable nested condition engine now powering shipping, pricing and cart/invoice rules across Store, POS & Mobile.
- Architected a centralized cart & checkout system shared across dashboard and storefront, supporting physical, virtual, domain and subscription products through a common abstraction.
- Introduced a caching strategy to absorb high traffic load and cut database pressure; reduced infrastructure/operational costs by 20% and improved POS API performance by 50%. Contributed to 3 product launches and set up Grafana/Prometheus monitoring for system health and performance.

Senior Backend Developer — OSOS, Kuwait Sep 2021 – Feb 2023

- Led a system-wide refactor that reduced the codebase by ~25% and redesigned the reporting system to reach 90% coverage of customer data.
- Integrated 5+ payment gateways and 4+ delivery services, expanding platform capability and growing the customer base by 15%.
- Built a domain management feature enabling customers to purchase and manage 300+ domains directly within the platform.

Team Leader — Brain Click, Dubai (UAE) Sep 2020 – Sep 2021

- Built a custom Laravel e-commerce platform (in-house alternative to WooCommerce/WordPress); delivered 3–4 client storefronts, each processing ~200 orders.
- Built a real-time bidding/auction platform using WebSockets for live bid updates, and led the API layer powering the companion mobile app.
- Led a team of 10 developers and introduced Agile practices (+25% productivity); delivered 10+ client projects and 100+ technical proposals.

Full Stack Web Developer — Smart WEB Iraq, Erbil Aug 2019 – Sep 2020

- Built a shipping & warehouse management system handling an international import-to-delivery workflow (100+ orders/day) with warehouse, delivery and customer-facing tracking modules.
- Diagnosed and fixed a database performance bottleneck (heavy order relations) by rewriting queries and eliminating N+1 patterns — cut response times by 30% without caching, to keep status data fully live.
- Built a job search platform end-to-end (candidate listings, search and applications).
- Owned API design and development for 3+ additional client applications alongside core project work.

Tech Leader — SCIT, Tartous (Syria) Jan 2018 – Aug 2019

- Led a team of 8–12 developers delivering projects primarily for the Saudi Arabia market; trained and onboarded 20+ developers.
- Proposed and drove a reusable, multi-client base e-commerce platform that cut per-client development effort, letting the company serve more clients from one codebase — contributing to a 20% revenue increase.

Full Stack Developer — SCIT, Tartous (Syria) Feb 2016 – Jan 2018

- Built and optimized the API for a nationwide doctor/pharmacist directory platform (Android & iOS) — 5,000+ users, 200,000+ daily API requests, tuned for fast search and 95% uptime.
- Delivered a client e-commerce platform turnaround — improved backend performance and availability by 60% and refreshed the UX/design.
- Built a marketing/offers platform with proximity-based notifications, plus a private school management system and a Saudi Arabia truck-booking app with live tracking and driver communication.

SKILLS

Backend & Architecture: PHP, Laravel, RESTful APIs, WebSockets, MVC, Multi-tenant SaaS architecture; familiar with Node.js & NestJS

Databases & Search: MySQL, PostgreSQL, Redis, SQLite, Meilisearch

Infrastructure & Tools: Git, Docker, Nginx, CI/CD basics, Grafana, Prometheus

Frontend: Livewire, Vue, Angular, HTML5, JavaScript, CSS3, Tailwind, Bootstrap

Practices & Leadership: SOLID, Design Patterns, Agile (Jira, Trello), Mentoring, Recruiting, Performance Management

AI-Assisted Development: Heavy day-to-day use of agentic coding tools (e.g. Claude Code) to accelerate implementation, refactoring and debugging
ML/AI (working knowledge): Coursework & independent experimentation with neural networks, recommender systems; comfortable integrating ML into backend platforms

EDUCATION

M.Sc. Computer Science and Engineering — Siksha 'O' Anusandhan University, CGPA 9.66 (Aug 2019 – Jul 2021)

B.Sc. Software Engineering — Al-Baath University, Grade 82.1% (Aug 2010 – Aug 2015)

CERTIFICATIONS & AWARDS

AWS Cloud Technical Essentials · Foundations of Project Management · Neural Networks and Deep Learning · Recommender Systems: Evaluation and Metrics · Best Paper Award, Int'l Conference on Intelligent and Cloud Computing (2019) · Syrian Collegiate Programming Contest — 3rd, 2nd, 2nd (2013–2015)

LANGUAGES

Arabic — Native | English — C1 (Fluent)