

# Moiz Sethi

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## Professional Summary

A dynamic and results-driven Senior Full-Stack Developer and technology leader with over 4 years of experience spearheading the development of high-performance web applications. Proven expertise in the entire project lifecycle, from initial concept and technical architecture to deployment and team leadership. Combines deep technical knowledge in WordPress, PHP, and the modern NEXT.js stack with strategic acumen in business operations and project management.

## Education

### Bachelor of Science in Information Technology

Arid Agricultural University | Rawalpindi, Pakistan

*Graduated: 2019 - 2023*

### Intermediate (ICS - Physics and Mathematics)

Punjab College | Rawalpindi, Pakistan

*Completed: 2017 - 2019*

### Matriculation (Science with Mathematics)

Progressive Model School | Rawalpindi, Pakistan

*Completed: 2017*

## Professional Work Experience

### CEO & Project Manager | Pixel Code Technology

*Jan 2025 – Present*

- Provide strategic direction and oversee all company operations, including project planning, resource allocation, and policy development.
- Manage the full project lifecycle for client web development projects, from initial scoping and requirement gathering to final delivery and deployment.
- Lead recruitment efforts to build and mentor a high-performing development team, fostering a culture of technical excellence and innovation.
- Implement and enforce rigorous code review processes and quality assurance protocols to ensure the delivery of robust, scalable, and secure solutions.
- Drive business development initiatives, cultivate client relationships, and manage the company's technical portfolio.

### WordPress & PHP Backend Developer | Zupax Marketing

*Aug 2024 – Present*

- Develop, customize, and optimize high-performance WordPress websites, leveraging advanced theme and plugin development techniques.
- Architect and implement scalable backend solutions using core PHP to enhance website functionality and database management.
- Collaborate with front-end developers and designers to translate complex UI/UX designs into fully functional, responsive, and user-friendly websites.
- Conduct comprehensive performance audits and optimization tasks, resulting in improved page load speeds and enhanced user experience.

## Full Stack Developer | Cabiz International

***Oct 2022 – Aug 2024***

- Engineered full-stack web applications utilizing the NEXT.js framework, React, Tailwind CSS, Node.js, and Express.
- Designed and developed robust RESTful APIs and integrated third-party services, including extensive work with the Google Maps API for geospatial features.
- Managed and optimized database architecture using both MySQL and Firebase, ensuring data integrity and efficient retrieval.
- Implemented responsive web design principles to guarantee a seamless user experience across all device platforms.

## WordPress Developer | Prime Med Billing

***Apr 2021 – Oct 2022***

- Specialized in building and maintaining WordPress websites, creating custom themes and plugins tailored to specific business requirements.
- Migrated existing websites to WordPress, improving content management capabilities and overall site performance.
- Provided ongoing website maintenance, security updates, and technical support, ensuring maximum uptime and reliability.
- Optimized websites for SEO and core web vitals, leading to improved search engine rankings and site visibility.

## Skill

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### Front-End Development:

- HTML5, CSS3, JavaScript (ES6+)
- React.js, Next.js
- Responsive Web Design (RWD)
- Tailwind CSS, Bootstrap

### Backend Development

- Node.js, Express.js
- PHP (Core WordPress Development)
- RESTful API Development & Integration
- Custom WordPress Theme & Plugin Development

### Databases & Cloud Services:

- MySQL, Database Architecture
- Firebase (Firestore, Auth, Hosting)
- WordPress Database Management

### Platforms & CMS:

- WordPress (Advanced Customization)
- Headless WordPress

## Development Tools:

- Git & GitHub / GitLab
- Jira (Project & Task Management)
- Webpack, Vite
- npm, yarn

## APIs & Integrations:

- Google Maps API
- Custom API Development
- Third-Party API Integration

## Soft Skills:

- Technical Project Management
- Agile Methodologies (Scrum/Kanban via Jira)
- Team Leadership & Mentoring
- Client Communication & Requirements Gathering
- Code Review & Quality Assurance
- Strategic Planning & Policy Development

## Projects

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### Full-Stack Hospital Management System (CRM) | [genepsyche.org](https://genepsyche.org)

- Developed a comprehensive CRM platform for a US-based healthcare provider to manage patient records, appointments, and billing operations.
- Engineered a secure, role-based authentication system (Admin, Manager, Staff) to control data access and permissions.
- Built dynamic admin dashboards with interactive charts and statistics to track service popularity, patient feedback, and key performance indicators.
- Implemented a full-featured scheduling module with calendar and list views, enabling efficient appointment booking, filtering, and management.
- Technologies: React, Tailwind CSS, Node.js, Express.js, MySQL

### Real Estate Rental Management Platform (CRM) | [nycrenthome.com](https://nycrenthome.com)

- Created a full-cycle reservation and management system for a US-based rental property company, processing bookings from public landing page to admin backend.
- Designed and integrated a calendar-based booking widget for the public website, directly feeding into the admin CRM.
- Developed a sophisticated admin dashboard with financial analytics, including revenue tracking, lead trends visualization, and live reservation status updates.
- Built advanced search and filtering capabilities across reservations and user modules, allowing managers to quickly find records by date, status, guest count, and contact information.
- Technologies: JavaScript (ES6), PHP, MySQL, Tailwind CSS

**Healthcare Provider & Billing Management System | [primemedbilling.com](http://primemedbilling.com)**

- Architected a complex provider management system to streamline operations for a medical billing company.
- Established a multi-tier user authentication system (Admin, Manager, Staff, Provider) with tailored permissions and dashboards.
- Centralized the management of practices, providers, and insurance enrollments into a single, relational database system.
- Automated the tracking of provider statuses and payment records, improving billing accuracy and operational efficiency.
- Technologies: React, Tailwind CSS, Node.js, Express.js, MySQL

**DNC Scrubber Application | Zupax Marketing**

- Built a high-performance web application for call centers to scrub phone numbers against Do-Not-Call (DNC) lists and internal duplicates.
- Implemented a secure, provider-specific system where users could only scrub numbers against their own assigned lists, ensuring data privacy.
- Created functionality to download "clean" files, significantly improving lead list quality and compliance for telemarketing campaigns.
- Technologies: JavaScript (ES6), PHP, MySQL, Tailwind CSS

**Hobbies**

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**Book Reading:** Recent (*Peer E Kamil, The Art of Being Alone, Atomic Habits*)

**Gaming & Sports** (*Cricket, Badminton*)

**Language**

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English (*Professional*) | Urdu | Punjabi