**Ehsan ullah Kayani**

Senior .NET Full-Stack Developer | Solution Architecture | E-commerce | Loyalty Platforms | Automation

Email: e\_kayani@hotmail.com | Phone: +92 340 518 6307 | LinkedIn: [linkedin.com/in/ehsankayani](https://www.linkedin.com/in/ehsankayani/) | Portfolio: [ehsankayani.com](https://ehsankayani.com/) | GitHub: [github.com/EezeSolutions](https://github.com/EezeSolutions)

**Professional Summary**

Proven record of scaling platforms to six-figure revenues and delivering 500+ freelance projects globally, with a reputation for reliability and client success. Results-driven Senior .NET Full-Stack Developer & Solution Architect with 8+ years of experience designing and building high-traffic e-commerce, SaaS, and automation platforms, and recent expertise in loyalty systems. Expert in ASP.NET Core, C#, EF Core, REST APIs, and SQL/NoSQL, with strong Azure cloud expertise (Service Bus, Functions, Storage). Skilled in designing end-to-end solution architectures — from web applications and background services to automation pipelines and cloud integrations. Passionate about clean architecture, performance optimization, and delivering measurable business impact.

**Core Skills**

Backend: C#, ASP.NET Core, ASP.NET WebForms, Web API, EF Core, LINQ, MediatR, SignalR, Node.js

Frontend: Razor, HTML5, CSS, JavaScript, jQuery, Bootstrap, Metronic, Tailwind (basic)

Desktop: Windows Forms, Console Applications, Windows Services, Automation Bots

Azure: Azure Service Bus (Queues/Topics), Azure Functions (HTTP, Service Bus, Timer), Azure Storage (Blob/Table)

Data: SQL Server, MySQL, MongoDB, query optimization, indexing

POS Integration: Foodics, Odoo, Flavors, Loyverse

E-commerce: NopCommerce, WooCommerce, WordPress

Payment & APIs: PayPal, Stripe, Skrill, Twilio, Nexmo, SendGrid, Google, Amazon, and eBay APIs

Automation: Selenium, Puppeteer, Web Scraping, Postman, Fiddler

Tools & DevOps: Git, CI/CD (Azure DevOps, GitHub Actions), IIS, Visual Studio, VS Code; Windows & Linux environments

**Experience**

Senior Full-Stack .NET Developer - LoyaPro - Riyadh, Saudi Arabia (Remote) Feb 2024 – Present

* Design, build and enhance a multi-tenant loyalty SaaS platform (points, stamps, cashback, memberships) in ASP.NET Core with EF Core and MySQL/MongoDB.
* Design and implement OAuth and webhook integrations with Foodics, Odoo, Flavors, and Loyverse, including secure state handling, token lifecycle, and event processing.
* Develop and maintain Azure Functions and Service Bus-based workers for resilient async processing of POS orders and reward transactions.
* Ship wallet-pass flows (Apple/Google) with dynamic fields and localized content; improve reliability and observability with structured logging.
* Optimize heavy queries and add indexing for performance improvements.
* Ensure smooth application performance by continuously monitoring services via Datadog and Azure Application Insights, proactively identifying and resolving issues before impact.
* Support the customer support team by troubleshooting production issues, debugging critical incidents, and delivering timely fixes to maintain high client satisfaction.

Full-Stack .NET Developer / Automation – Presence Group Ltd – London, United Kingdom (Remote) Jun 2018 – Dec 2022

* Designed, built and maintained SpeedyTests.co.uk, a UK platform that helped thousands of learners secure earlier driving test dates by delivering the full stack in ASP.NET Core and SQL Server.
* Designed and implemented automation services that continuously scanned DVSA slots, **reducing manual effort by 95%** and improving booking success rates.
* Developed scalable backend services with optimized queries, caching, and structured logging to ensure high availability and performance.
* Conducted security and UX audits, strengthening authentication and simplifying the booking flow, which increased trust and conversions.
* **Scaled the platform to achieve £20K–£35K** in monthly recurring revenue, establishing it as a six-figure annual business.
* Delivered additional web platforms and automation tools (e-commerce, price comparison, product data lookup), integrating APIs, scraping pipelines, and third-party services.
* Built custom automation utilities that reduced operational workload and costs, driving client efficiency and profitability.

Full-Stack / Desktop .NET Developer – Newage Solutions & Technologies – London, United Kingdom (Remote) Mar 2015 – June 2018

* Designed, built and maintained **EDUREX**, an academic portal that streamlined **enrollment processes** for universities/colleges and enabled **teachers to generate transcripts** with ease.
* Designed , developed **RESPAY**, a real-estate portal providing online workflows for property management and payments.
* Delivered across the **full software development lifecycle** — from requirements gathering and design to deployment and long-term maintenance.
* Collaborated with stakeholders to implement features that improved **administrative efficiency** and reduced manual workload for staff.

Junior .NET Developer – Allainet – Islamabad, Pakistan Sep 2009 – Feb 2011

* Contributed to **web and application development projects**, improving internal workflows and productivity.
* Built an **automated article posting system** that published content across **72+ websites**, reducing manual effort and streamlining operations.
* Proactively engaged with senior colleagues to **learn best practices** in .NET development, accelerating professional growth and technical skills.

**Independent Projects & Freelance Work**

* Delivered **500+ freelance projects**, including high-value contracts ($5K–$10K+) with a consistent 5-star rating on [Freelancer](https://www.freelancer.com/u/ehsankayani).
* Built and scaled [Carparts247.co.uk](https://carparts247.co.uk/), a NopCommerce-based automotive parts store hosting 1M+ products, with advanced SEO automation, caching, and vehicle/category logic, and OEM mapping for millions of after market parts using **TecDoc** database.
* Designed and developed [Remelo.com](https://remelo.com/), a scheduling and reminder platform with Google/iCal/Outlook sync, staff calendars, and public booking pages.
* Designed custom scraping and automation bots for Amazon, eBay, Walmart, Alibaba, Temu, handling product ingestion, pricing, and inventory sync.
* Recognized by clients for being reliable, fast, and delivering scalable solutions, leading to long-term repeat engagements and referrals.

**Education**

B.S. in Software Engineering (BS-SE), Foundation University — Islamabad, Pakistan, 2009