

FIRAS TAHA

Senior Full-Stack Developer | Web Development Lead

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SUMMARY

Full-stack developer built on backend and problem-solving, who found the same thrill on the frontend. The more complex the design, the more exciting the build. The kind of layouts that make developers curse their designers are the ones that excite me. Spent years in a standing bet with design teams: give me something impossible to code. Still undefeated. 4+ years across Laravel APIs, custom web builds, and team leadership at one of Dubai's top branding agencies.

EXPERIENCE

Head of Web Development | Scarlet Royal

Jun 2025 - Feb 2026

One of Dubai's top branding agencies

- Led the development team, overseeing architecture decisions, code reviews, task prioritization, hiring, and client delivery across all web projects
- Cut average project delivery time by more than 60%, from months to under 2 weeks, by restructuring cross-department communication and establishing clear milestone-based deadlines
- Introduced AI-assisted development workflows (Claude Code) in mid-2025, reduced GSAP animation work from days to ~3 hours per project and translation tasks from a full day to under an hour, cutting more than 50% of development timelines by 2026
- Implemented GitHub-based version control standards, ClickUp project tracking, and a structured developer onboarding process
- Led remote hiring strategy, sourcing international talent to increase team capacity while optimizing costs

Senior Full-Stack Developer | Scarlet Royal

Nov 2024 - Jun 2025

- Built pixel-perfect, custom-branded websites using HTML, CSS, JavaScript, React, and Blade, developed Laravel backends and admin dashboards with Laravel Nova and Filament, and customized Shopify themes, built to match each client's brand
- Wrote complex JS animations from scratch without external libraries when needed for better performance
- Served as bridge between design and development teams, leveraging UI/UX understanding to resolve conflicts and accelerate handoffs

Full-Stack Developer / Team Lead | Quick Action Creative Agency

2023 - 2024

Digital marketing studio, acquired by Scarlet Royal

- Founding technical lead at a startup studio; built the entire web development workflow from infrastructure to delivery
- Set up hosting environments, email systems, and deployment pipelines; selected technology stacks per client needs
- Delivered client projects across WooCommerce, Shopify, and custom frontend builds; managed freelancer coordination

Senior Backend Developer / API Engineer | Aratech

2022 - 2023

- Designed database schemas from scratch and built RESTful APIs (Laravel/PHP/MySQL) powering tracking systems, booking platforms with hourly scheduling, property management tools, and role-based permission systems
- Implemented JWT authentication, push notifications, file upload handling, and Stripe payment integration across multiple client applications
- Documented all API endpoints using Postman; led junior developers through project lifecycles, setting deadlines and enforcing scalable code patterns
- Maintained direct client relationships through ongoing maintenance contracts and change requests; executed a WordPress/WooCommerce to Shopify migration

SKILLS

Backend: Laravel · PHP · REST APIs · MySQL · Redis · Filament · Laravel Nova · Inertia.js · Tailwind · GSAP · Blade
Frontend: React · JavaScript · HTML/CSS
Platforms: Shopify · WordPress/WooCommerce · Webflow · Stripe
Tools: Git/GitHub · Postman · Figma · ClickUp · CI/CD
Leadership: Team Management · Cross-Department Coordination · Hiring · Agile Delivery · Process Design

EDUCATION

Bachelor of Computer Engineering | GPA: 3.56

2016 - 2021

Arab Academy for Science and Technology (AAST), Syria

LANGUAGES

Arabic (Native) · English (Professional)