

RIZAN RAAFI

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PROFILE SUMMARY

Software Engineer with 10+ years building scalable web applications, backed by a Bachelor's Honors Degree in Software Engineering and a strong foundation in problem-solving.

I work across the modern JavaScript stack, React, Next.js, Node.js, Javascript, Tailwind CSS alongside PHP and Laravel. WordPress is a particular area of depth: custom themes and plugins, multisite networks, and cloud migrations to Azure App Service. I build with performance and SEO as first-class concerns, not afterthoughts.

More recently I've been working in AI engineering and MLOps, building RAG systems and agentic tools with LangChain and vector databases, and setting up the evaluation, deployment, and monitoring pipelines with LangFuse that take them from prototype to something a business can rely on.

I'm most useful on teams that need someone who can own a problem end to end, from architecture through production.

CORE SKILLS

- **Web Development & Programming:** JavaScript, React.js, Next.js, Node.js, PHP, Laravel, HTML5, CSS3, Tailwind CSS, REST APIs, Responsive Web Design, Full-Stack Development
- **WordPress Development:** Custom Theme Development, Custom Plugin Development, WordPress Multisite, WooCommerce, LearnDash LMS, API Integrations, Website Migration, Performance Optimization
- **AI Engineering & MLOps:** Generative AI, Agentic AI, Retrieval-Augmented Generation (RAG), LangChain, Vector Databases, AI Agents, MCP, LangFuse, LLM Integration, AI Evaluation & Monitoring
- **Cloud & DevOps:** Microsoft Azure, Azure App Service, Azure Database for MySQL, Docker, Linux, CI/CD, Cloud Deployment, Application Migration
- **Databases & Integrations:** MySQL, REST API Integration, Third-Party API Integration, Database Management, Webhooks
- **Development Practices & Tools:** Git, GitHub, Agile Methodologies, Technical Architecture, Problem Solving, Project Management, Performance Optimization, SEO-Friendly Development
- **Project Management:** Team Collaboration, Deadline Management, Agile Methodologies
- **Digital Marketing (Additional Skills):** Google Ads, Meta Ads Manager, LinkedIn Ads, SEO, Google Analytics, Content Strategy, Email Marketing, Campaign Management

WORK EXPERIENCE

2025 - Present

Software Engineer | **Trainocate Group**

- Built WordPress website for Trainocate's new business venture **EnterOne**
  Project - enterone.services
- Developed **Empowered**, a responsive e-learning platform using WordPress, PHP, JavaScript, AJAX, ACF, and Tailwind CSS, featuring video-based learning, course playlists, and dynamic content filtering.
  Implemented custom user authentication, role-based content access, interactive carousels, and personalized learning experiences to deliver a seamless and scalable training platform.
  Project – marketing.trainocate.com/empowered
- Developed a new WordPress theme for Trainocate's existed blog website
  Project – blog.trainocate.com
- Migrated Trainocate's website to Azure from shared hosting. And have implemented WAF and Fastly CDN.
- Built TanyaBot, an AI course-advisor chatbot that parses denormalized Excel course catalogs into structured, multi-region/multi-currency data and answers prospective-student queries in natural language.
  Engineered tool-calling (RAG and Keyword Search) LLM workflows with hardened prompt guardrails (anti-prompt-injection, off-task prevention) and shipped an embeddable web widget, deployed to Azure via a one-click GitHub Actions CI/CD pipeline.
  ChatBot Implemented in – trainocate.com/in and trainocate.com/lk
- Architected and built a multi-tenant LMS on a Turborepo monorepo, with Next.js on the front end, NestJS microservices behind it and PostgreSQL, deployed on Railway. It serves multiple branches, client companies and role-based portals, and includes instructor-led sessions, quizzes, assignments, badges, analytics and an xAPI learning record store.

  I integrated LTI 1.3 both ways: other LMSs can launch into it, and it can launch external tools, with grades passed back through AGS. I also added Google and Microsoft SSO, HLS video streaming through Cloudinary with file storage on R2/S3, AI-generated course and quiz content from multiple providers and copying course content across branches.
- IT Training Costing Tool, Built a React/Vite PWA that automates quote generation for IT training engagements, supporting multi-vendor with delivery parameters and additional expenses. Features course selection from uploaded Excel catalogs, training credit calculations, printable quote/credit views, and persistent session history, reducing manual costing effort to a few click
- Built Syllabus Studio, a browser based React and TypeScript app that converts Excel course data into branded PDF and Word syllabi. Implemented Excel validation, live PDF previews, and resumable batch generation with ZIP downloads using Web Workers and IndexedDB.

2025 - 2025

Team Lead - Web Operations | **Boomerang International**

- Developed and maintained company websites to support business operations and digital initiatives.
- Managed Merito CRM to support lead tracking and management workflows.
- Developed lead management applications to organize and track leads.
- Built a course recommendation engine to help consultants identify relevant courses.
- Supervised digital marketing activities and paid advertising campaigns alongside web development responsibilities.
- Collaborated with cross-functional teams to align marketing, content, and web development initiatives with business goals.

2022 - 2025

Assistant Manager – Digital Services - **Trainocate SEANM & MENA**

- Led the development, maintenance, and continuous enhancement of company websites, ensuring functionality, performance, responsiveness, and consistency with brand standards.
- Collaborated closely with design teams to translate UI/UX designs and wireframes into functional, responsive, and user-friendly web experiences.
- Developed custom landing pages and campaign-specific web solutions to support business objectives, marketing initiatives, and lead generation.
- Designed and developed a landing page generator that automated the creation of multiple landing pages using structured data from Excel files, improving efficiency and reducing manual development effort.
- Utilized Google Analytics to monitor website traffic, analyze user behavior, evaluate landing page performance, and identify opportunities for improvement.
- Supervised and coordinated the digital team, overseeing task assignments, project progress, and timely delivery of digital initiatives.
- Oversaw social media content publishing and scheduling, coordinating with the design and marketing teams to ensure consistent brand communication across platforms.
- Collaborated with influencers and external partners to develop and execute digital campaigns, expanding brand visibility and audience reach.

2019 - 2022

e-Marketing Executive - **Aitken Spence Travels | Aitken Spence PLC**

- Managed the company's WordPress website, ensuring regular updates, optimal functionality, and improved user experience.
- Coordinated with external agencies for marketing campaigns, media planning, and content production.
- Planned, organized, and conducted round tours for photoshoots to capture promotional content.
- Collaborated with travel influencers to boost brand visibility and enhance social media engagement.

2018 - 2019

Digital Executive | **Boomerang International**

- Developed and maintained the company website, improving user experience and site speed.
- Managed social media campaigns that led to a 25% increase in lead generation.
- Created promotional graphics and video content to support marketing efforts.

2016 - 2018

Software Developer | **Dynasty Solutions**

- Developed web applications and collaborated on UX/UI improvements.
- Provided technical support and troubleshooting for client web platforms.

EDUCATION

2026
Agentic AI Boot Camp
BuildrLabs

2024
Bachelor of Software Engineering
London Metropolitan University | ESoft Metro Campus

2017
Higher National Development in Computing
Pearson | ESoft Metro Campus

2014
Diploma in Web Engineering Specialist
LondonTec International

HOBBIES

Travel · Photography · Football · Fitness

REFERENCES

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