

# MUHAMMAD ASHRAF ALI

Business Analyst | Database Architect | Full-Stack Developer | Video Editor  
different\_ali@hotmail.com | +92 336 4568688 | Karachi, Pakistan | Open to Relocation & Visa Sponsorship

## PROFESSIONAL SUMMARY

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Results-driven Business Analyst and Solution Architect with 10+ years of experience bridging business requirements with technical implementation. Proven track record in SQL-based reporting, database architecture (PostgreSQL, Oracle), and AI-assisted full-stack application development. Additional expertise in video editing and digital content production. Seeking visa-sponsored opportunities in the US, UK, Canada, or Australia to deliver impactful data-driven solutions.

## CORE COMPETENCIES & TECHNICAL SKILLS

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### Business Analysis & Data

- Requirements Gathering, BRD Authoring, UAT & Test Case Design
- SQL Query Design & Optimization (Oracle, PostgreSQL)
- TOAD for Oracle, Business Objects (BO), Oracle ALM
- Power BI, Tableau – Dashboard & Report Development
- Data Reconciliation, Quality Assurance, Financial Reporting

### Full-Stack Web Development

- AI-Assisted Development & Prompt Engineering
- Solution Architecture & End-to-End Application Lifecycle
- PostgreSQL Database Design, Schema Modeling, Data Integrity
- Agile/Scrum Methodologies, SDLC, Project Management

### Video Editing & Content Creation

- Video editing for corporate, marketing, and social media content
- Post-production workflows: cutting, color grading, audio sync
- Reel / short-form content creation for digital platforms

### Industry Domain Experience

- Banking Operations & Financial Systems
- HR / Payroll & Attendance Management
- Inventory Management & Supply Chain
- Logistics & Freight Operations

## KEY SOLUTION DEVELOPMENT PROJECTS

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### AI-Powered Attendance & Payroll System

2024

*Personal / Freelance Project | Remote*

- Designed full system architecture for employee attendance tracking and payroll calculation
- Defined business rules, PostgreSQL database schema, and end-to-end user workflows
- Managed complete development lifecycle using AI-assisted programming tools
- Delivered automated payroll calculations with audit trail and reporting dashboards

### Bank Cash Flow Management Application

2023–2024

*Personal / Freelance Project | Remote*

- Architected financial tracking system for multi-branch bank transaction management
- Defined data models, reporting requirements, and UI/UX specifications

- Implemented PostgreSQL database with strict data integrity and validation rules
- Delivered role-based reporting module with real-time cash flow visibility

## PROFESSIONAL EXPERIENCE

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### Business / Report Analyst

Mar 2023 – Present

*UBC RAGS INC | Houston, TX (Remote)*

- Develop and optimize complex SQL queries against inventory databases to generate critical operational reports
- Produce Timesheet Reports for warehouse payroll, ensuring data accuracy and integrity across 500+ employee records
- Perform Data Reconciliation and QA on employee salary reports, identifying and resolving discrepancies
- Automate recurring reporting workflows, reducing manual effort by 40%

### Business Analyst

Jun 2021 – May 2023

*Union Bank of California (3rd Party Contract) | Remote*

- Developed and maintained complex SQL reports using TOAD for Oracle for business intelligence and project documentation
- Conducted UAT and authored detailed Test Cases based on business requirements to ensure software quality
- Utilized Business Objects (BO) for data extraction and stakeholder communication on profitability trends
- Collaborated across teams using Oracle ALM throughout the full application development lifecycle

### Customer Service Representative – Fraud & Operations

Jun 2013 – Oct 2020

*Majid Al Futtaim (MAF) Finance | Dubai, UAE*

- Investigated fraudulent transactions by analyzing database records and transaction logs, reducing fraud risk
- Supported back-office operations and trained clients on advanced banking systems
- Provided data-backed financial risk assessments to management and compliance teams

### Operations Executive

Dec 2011 – Jun 2013

*Dynamic Freight & Logistics | Sharjah, UAE*

- Coordinated logistics operations, handling RFQs and documenting data requirements for freight systems
- Conducted risk assessments to ensure timely delivery execution, relying on operational database accuracy

## EDUCATION

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### Bachelor of Commerce (B.Com)

*University of Karachi | 2005*

## ADDITIONAL INFORMATION

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- Open to relocation worldwide – actively seeking visa-sponsored positions (H-1B, UK Skilled Worker, Canada LMIA, Australia TSS 482)
- Languages: English (Professional), Urdu (Native)
- Available immediately upon visa processing