MUHAMMAD ATHER IFTIKHAR

Technical Director | IT Infrastructure | Business Operations

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PROFESSIONAL SUMMARY

Technical director with 6+ years of experience across IT infrastructure, systems architecture, full-stack development and business operations. Overseen 3,000+ technical projects for 500+ international clients and managed infrastructure for 20+ companies. Leads technology services, e-commerce and live production delivery, with hands-on expertise in high-availability systems, secure remote access and AI workflow automation.

CORE SKILLS

Infrastructure: Proxmox VE, high-availability clusters, Windows and Linux servers, network administration, zero-trust security, Cloudflare edge routing, Tailscale, VPNs, data backups

Development: PHP, JavaScript, Rust, Lua, HTML, CSS, WordPress, Liquid, FiveM, Discord development

AI and Automation: Generative AI integration, prompt engineering, workflow automation, software patching, operational process optimization

Leadership and Operations: Technical project management, team leadership, client relations, business development, e-commerce, supply chain integration, digital marketing

PROFESSIONAL EXPERIENCE

Technical Director | Business Operations

Iftii (SMC-Private) Limited | 2024 - Present

- Direct project delivery, business operations, client relationships and teams across technology services, e-commerce and live production.
- Integrate generative AI and prompt engineering into internal workflows to accelerate software patching and improve operational processes.

Network Specialist

Freelance / Consulting | 2020 - Present

- Manage IT infrastructure for 20+ companies, supporting European and US clients.
- Design high-availability Proxmox VE clusters, implement zero-trust security and maintain Cloudflare edge routing.

IT Infrastructure Consultant

UD Staffing LLC | 2025

- Designed and deployed company IT infrastructure, including secure data backups and remote access using Tailscale and VPNs.

Head of IT / System Administrator

XXL Marketing Solution GmbH | 2024 - 2025

- Led technical operations for an international marketing firm, maintaining 99.9% uptime for dedicated servers and system networks.

SELECTED PROJECTS

Portfolio includes ventures established before Iftii was formed in 2024.

Ruin Private Limited | Technology Services | Established 2022

- Direct web platform and custom game development for international clients; manage 5M Market, a FiveM asset project within the Ruin portfolio.

Ruin Esports and Ruin Roleplay II Asia | Launched 2025

- Launched an esports organization and a FiveM roleplay server for the Asian market; oversee community engagement, server stability and monetization.

BagsBazaar.pk | E-commerce | Launched 2025

- Developed and scaled the brand through online store development, digital marketing and supply chain integration.

Nexiv Studio | Business Infrastructure

- Designed and developed business infrastructure to support day-to-day operations.

EVENT PRODUCTION EXPERIENCE

Esports Management and Technical Production

PUBG Mobile Esports | Project-based | 2022 - Present

- Provide tournament management, technical production and live broadcast engineering for PUBG Mobile events.
- Event portfolio includes PUBG Mobile Global Open South Asia Season 1, PUBG Mobile National Championship 2026 and PUBG Mobile Global Open Main Event Season 2 (international event).
- Served as Production Manager for PUBG Mobile National Championship 2022, managing technical production for the official national tournament.

Production Lead

Gamers Galaxy Season 2 | 2024

- Oversaw technical production operations for the esports event.

Tournament Project Lead

PMCGL Season 1 and SMHZ PUBG Mobile Championship | 2024

- Planned and delivered tournaments, managing brackets, live streaming and sponsor integration.

ADDITIONAL FREELANCE EXPERIENCE

Completed FiveM development projects (2020 - 2022). Edit videos for international clients using Adobe Premiere Pro, After Effects and CapCut; create graphic designs using Adobe Photoshop and Canva.

EDUCATION

Bachelor of Business and IT (BBIT) | Virtual University of Pakistan | In Progress

Intermediate | Punjab Group of Colleges, Lahore

Matriculation | KIPS, Lahore

LANGUAGES

English - Professional proficiency | Urdu - Native