WA

Waqas Ahmad

Full-stack engineer, marketer and support lead. Founder of Navaal AI.

Contact

Email
hello@navaal.ai

Phone
+61 416 868 747

LinkedIn
linkedin.com/in/waqasgujjar

GitHub
github.com/gujjarcsu

Web
navaal.ai

Location
Sydney, Australia

Shopify

Liquid · Admin GraphQL API · Polaris · Billing API · Draft Orders · Migrations

AI engineering

Claude API · AI agents · Browser agents · Prompt design · Claude Code

Full-stack web

TypeScript · JavaScript · React · React Router · Next.js · Node.js · Prisma · GraphQL · WordPress · WooCommerce

About

I build online stores, Shopify apps and AI products, market them, and support the people who use them.

At EBS Bathroom & Plumbing Supplies I run the website, online sales and customer support, and I moved the business from WooCommerce to Shopify. In my studio, Navaal AI, I built Bilby, an AI customer that checks online stores every night, and the Navaal SEO app, live on the Shopify App Store. I run the marketing and customer support for both products, and I work with Claude every day.

50,000+
products moved to Shopify at EBS

2,474
store visits made by Bilby

96
services monitored every 5 minutes

Experience

EBS Bathroom & Plumbing Supplies
Aug 2024 to now

Online sales, website and customer support · Punchbowl, NSW

- Led the move from WooCommerce to Shopify: 50+ brands and 50,000+ products, every old page mapped to its new address.
- Built and maintain the custom Shopify theme: product pages, live filters, sticky add-to-cart bar, predictive search.
- Built the trade quote system on Draft Orders, with a Cloudflare Worker API and branded PDF quotes with GST.
- Migrated the Lukka range with zero data loss: 479 products, 1,767 SKUs, 92 redirects.
- Raised catalogue data quality from 84% to over 88% with audited, reversible bulk fixes.
- Support trade and retail customers daily on orders, stock, pricing and delivery; the store holds 2,500+ reviews at 99.99% positive.

Navaal AI
2022 to now

Founder · Sydney

- Built Bilby, an AI customer that walks online stores nightly and emails owners what broke.
- Built a live status network: real add-to-cart checks on 96 services every five minutes from three cities.
- Built and launched Navaal SEO on the Shopify App Store (React Router, Polaris, Prisma, Fly.io, Claude API).
- Run customer support for Bilby and the Navaal SEO app: onboarding, set-up, billing questions and fault reports.
- Run the marketing: technical SEO and AI-search visibility for 200+ pages, email outreach, LinkedIn content and the App Store listing.
- Client builds: Elite Peps Australia WooCommerce theme (75 files), Difincci digital business card, Genful Sciences store.

Lamex Bathrooms
2022 to 2024

Developer · Sydney

CloudSyntrix and IT Top Talent
Earlier

Manager roles in IT, before my master's degree in Sydney

Cloud and quality

Fly.io · Docker · Cloudflare Workers · Cloudflare Pages · Playwright · Git · Monitoring

Marketing

Technical SEO · Structured data · AEO and GEO · Search Console · Email outreach · LinkedIn · GA4 and pixels

Support

Trade and retail · Product support · Troubleshooting · On call

Systems I have built

Bilby, an AI customer

Headless Chromium (Playwright) walks each store on desktop and phone, records network log, tracking tags, speed and screenshots; Claude judges the frames. Seven checks, scored reports, nightly scheduling per time zone, email alerts.

Playwright · Claude API · Node.js · TypeScript

Live status network

Real add-to-cart checks on 96 services every five minutes from Sydney, Virginia and Frankfurt; tells a one-city blip from a real outage; status pages, badges, sitemaps, IndexNow.

Fly.io multi-region · cron workers · Next.js

Navaal SEO, a Shopify app

Embedded app that writes product descriptions, titles and alt text with Claude, with credits, plans and Shopify billing. Live on the App Store.

React Router v7 · Polaris · Prisma · Billing API · OAuth

EBS on Shopify

50,000-product migration, custom theme, Draft Orders quote system with a Cloudflare Worker API, bulk fixes with prior-state capture and read-back checks.

Liquid · Admin GraphQL · Cloudflare Workers

How I work

Check the real thing
I test on the live system before saying it works, and only report numbers I have read.

Explain it simply
Plain words: what happened, what it costs, what to do next.

Fix it properly
Permanent fixes, checked so nothing else breaks, written down for the next person.

Be there
Happy to work on call and out of hours when needed.

Education

Master of Information Technology
Charles Sturt University, Sydney

Bachelor of Information Technology
COMSATS University · 2017

Referees

Steve
Owner and Director, EBS Bathroom & Plumbing Supplies

Contact details on request.

George
Director, Lamex Bathrooms