

ALI BEHESHTI

SOFTWARE ENGINEER

Backend systems | Integrations | Platform reliability | Product ownership

IRAN

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PROFILE

Product-minded software engineer who turns ambiguous requirements into reliable, scalable software. Experienced in high-volume commerce integrations, asynchronous workflows, backend architecture, and platform operations. Combines hands-on engineering with end-to-end ownership - from user discovery and technical design to production delivery, measurement, and iteration.

CORE EXPERTISE

BACKEND	DATA & MESSAGING	PLATFORM	ENGINEERING
Python, FastAPI, PHP 8+, WordPress, WooCommerce, Node.js, REST APIs	PostgreSQL, MySQL, MongoDB, Redis, Kafka, queues, webhooks	Linux, Docker, Kubernetes, Docker Swarm, CI/CD, Nginx, observability	System design, event-driven architecture, async processing, testing, API integrations

EXPERIENCE

Founder

2025 - Present

Nabz | Full-time

- Founded a retention and growth engine for online stores, beginning with WooCommerce and designed to expand across commerce platforms.
- Built RFM customer segmentation, targeted SMS campaigns, win-back flows, and abandoned-cart recovery automation.
- Implemented unique campaign UTM attribution and reporting for sends, clicks, orders, revenue, LTV, and churn.

Software Engineer

Nov 2024 - Present

Basalam | Full-time | On-site

- Built Woosalam end to end, owning engineering, product decisions, UX, and direct seller research; the tool has added 1.1M+ active products to Basalam.
- Own Hamsalam, a FastAPI and PostgreSQL synchronization platform connecting Basalam with Digikala, Mixin, and other channels.
- Designed scalable async processing and reliability patterns supporting 4M active products and approximately 4M product synchronizations per day.
- Built internal services and contributed as an early core member of the Full Stack Builder Residency program.

Software Engineer

Mar 2026 - Present

Choraz | Part-time | Remote

- Built Choraz Invest end to end: passwordless OTP login, day-based subscription queueing and renewal, and automated access provisioning for SpotPlayer and Alocom.
- Developed a Python and FastAPI guardian bot that ties channel membership to subscription status and safely coordinates entitlements across external systems.
- Manage, monitor, and extend the group's websites while owning day-to-day technical decisions.

EARLIER EXPERIENCE

DevOps Intern

Jul 2024 - Nov 2024

Liara | Full-time

- Worked hands on with Linux, Docker, Docker Swarm, networking, service deployment, and server management on production-oriented projects.
- Contributed to Mini Cloud, a simplified version of Liara's platform, and completed LPIC-1 and LPIC-2 training.

Technical Co-Founder

Jun 2022 - Jan 2024

Sadrunning Accelerator | Full-time

- Joined an accelerator program, secured funding, led technical work through several pivots, and helped develop Pricy, a smart product-pricing concept.
- Developed practical strengths in product thinking, structured problem solving, and team leadership.

WordPress Developer

Jun 2022 - Jan 2024

Zhaket Service | Freelance | Remote

- Delivered WordPress and PHP projects, site-speed optimization, and security and performance remediation for customer websites.

WordPress Developer

Jan 2023 - Sep 2023

RTL-Theme | Part-time | Remote

- Built and maintained production PHP and WordPress software in a commercial environment serving a broad customer base.

EDUCATION & LANGUAGES

Islamic Azad University - Higher Education SAMPAD High School - High School Diploma, Computer Science Exceptional Talents	Persian - Native English - Professional working proficiency
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