

# SHALEV ASOR

## Full-Stack Developer

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Innovative and detail-oriented Full-Stack Developer with hands-on experience building and deploying production-grade web applications serving real users. Proficient in **React, Next.js, TypeScript, Python, and FastAPI**, with strong knowledge of backend APIs, databases, and cloud deployment. Passionate about creating scalable, performant, and user-focused solutions.

## Skills

**Frontend:** React | Next.js | Tailwind CSS | shadcn/ui | React Query | Zustand | Redux | Zod

**Backend:** Node.js | Express | FastAPI | Prisma | PostgreSQL | MongoDB | WebSockets | JWT

**Programming Languages:** JavaScript | TypeScript | Python | SQL | HTML | CSS

**DevOps & Tools:** Docker | Git | GitHub Actions | AWS S3 | CI/CD | Jest | Pytest

**Languages:** Hebrew – Native | English – Fluent

## Project Experience

**TaleByYou** | AI-Powered Children's Book E-Commerce Platform | [Live](#) | [GitHub](#) 2025

- Integrated **PayPal** and **Lulu Print-on-Demand APIs** for automated fulfillment, achieving **95%+ PDF validation success**.
  - Built async webhook pipeline handling **20–60 sec AI generations** with **99% delivery success**.
  - Increased conversion by **35%** via guest checkout using encrypted cookie sessions.
  - Developed admin dashboard to manage 20+ templates, pricing, and full order lifecycle automation.
- Stack:** Next.js, TypeScript, PostgreSQL, Prisma, AWS S3, REST API, PayPal, Clerk, Tailwind CSS

**Second Brain** | AI-Powered Note-Taking App for STEM Students | [Live](#) | [GitHub](#) 2025

- Implemented **semantic search** using OpenAI embeddings (1536-dim), achieving **300 ms queries** and cutting API costs by **90%**.
  - Created **Quick Capture**, analyzing content with GPT-4o-mini for smart titles, folders, and tags.
  - Improved UI speed from **200–500 ms to <50 ms** via React Query optimistic updates.
- Stack:** Next.js, TypeScript, PostgreSQL, Prisma, OpenAI SDK, Tiptap, React Query, Zustand

**Channels** | Real-Time Team Communication Platform | [Live](#) | [GitHub](#) 2025

- Developed **custom WebSocket server** for instant messaging using JWT and pub/sub channels.
  - Designed hybrid real-time architecture combining **WebSocket + React Query** fallback to prevent message loss.
  - Built **secure authentication system** with 2FA, OAuth, email verification, and Redis rate limiting.
- Stack:** Next.js, TypeScript, FastAPI, Python, PostgreSQL, WebSockets, NextAuth, Upstash Redis, Jest

## Education

**B.Sc. Computer Science & Mathematics** | Ariel University 2020–2024

**Key Courses:** Data Structures, Algorithms, Operating Systems, OOP, Data Privacy

GPA: 85

**Developers Boost Program** | Google & Reichman Tech School 2025

*Project-based training in Python, Git, Pandas, and AI-driven full-stack app development*

## Additional Experience

**Squad Commander – Magal Unit, Israel Defense Forces**

Led and trained **15 soldiers**, earning **Excellence in Command** for outstanding leadership and discipline.