AMIR H. JALALI

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Professional Experience

Gabooja   **January 2024 – Present**
CoFounder and Chief Product Officer   **New York, NY**
- Created and launched Creator Studio, an AI-powered platform enabling content creators to design, manage, and monetize merchandise effortlessly.
- Implemented AI integrations using OpenAI, Replicate, Google Gemini, and Printful to automate merchandise creation.
- Worked with the team and customers to develop a practical GTM strategy.
- Developed scalable web apps leveraging React, Express.js, TypeScript, and Tailwind CSS, prioritizing ease of use.

AVENU AI   **September 2023 – Present(Advisor)**
Chief Technology Officer   **New York, NY**
- Led tech efforts pursuing a strategic shift towards building an AI-first company
- Designed and deployed an LLM enabled AI interview chatbot which increased hire ratio by 230%
- Launched a comprehensive HR AI marketplace, offering a wide array of tools for clients
- Generated numerous POCs to showcase new tech's viability and support strategic decisions
- Engaged investors, highlighting technology roadmap and progress in order to pursue funding
- Supported sales calls with technical insights, boosting client engagement and conversion
- Mentored the tech team, promoting a culture of growth and development
- Managed security incidents, strengthening defenses against sophisticated phishing attacks
- Performed cost analysis and budgeting, ensuring project financial efficiency
- Devised strategies to disrupt an industry with entrenched incumbents, aiming for a competitive advantage

AMIR H. JALALI Consulting   **March 2012 – Present(Retainer)**
Equinox Fitness   **New York, NY**
- Design, develop, and deploy a payroll/commissions system handling over 2m in payments biweekly
- Worked with various teams to plan and execute a strategy for moving business critical systems to the cloud utilizing a variety of vendors/technologies: Informatica Cloud, AWS, Motion Soft, SFDC, TeraData Cloud
- Developed a Cash Reconciliation system that dramatically simplified a labor intensive process
- Helped design and deploy an Informatica Master Data Management solution for customer data
- Migration of workflows from on-prem to Informatica Cloud including install and configuration
- Development of code for integrating Salesforce.com with existing legacy systems and new POS
- Decommissioned DTS server by converting over 20 integrations to Informatica workflows
- Architected and implemented Informatica upgrade from version 8.6 to 9.1
- Informatica MDM installation and configuration, working to create proper workflows

ING Direct FSB   **February 2008 – March 2012**
Data Warehouse Technical Lead   **Wilmington, DE**
- Architected and developed an ACH Payment Processing System using Informatica B2B
- Researched, evaluated, and implemented Deployment groups for Code Migration saving $50k+ annually
- Designed, evaluated, and implemented Encryption of Sensitive Customer Data in the DWH
- Technical lead for loading a new data source (Mortgage Servicing Package) to the Data Warehouse
- SME and lead for the implementation of Informatica Metadata Manager, metadata repository for the bank
- Participated in all stages of Data Warehousing (Modeling, DEV, QA, Deployment and Maintenance)
- Developed a new method for Delta loading of the Customer Dimension from multiple sources
- Worked directly with Informatica Tech Support to identify bugs in the software and produce fixes
- Installed, Administered, and created documentation for the maintenance of Informatica PowerCenter 9.1
- Developed scripts and procedures for executing, maintaining, and fine tuning the ETL process

Education

West Virginia University   **May 2008/ December 2005**

M.S., Computer Science / B.S., Computer Science   Morgantown, WV

Emphasis: Software Architecture and Data Mining

Master's Thesis: A Methodology for Risk Assessment of Product Line Architectures

Technical Skills

- LLMs
- Diffusion Models
- AWS
- Redshift
- LINUX

- Informatica
- Python
- SQL, PL/SQL
- SSIS, DTS
- Windows, UNIX

- Stable Diffusion
- Machine Learning
- GNU, BASH
- WEKA (Data Mining)
- Web Development

Core Competencies

- Problem Solving
- Data Analysis
- Self-Motivation

- Creativity
- Business Knowledge
- Critical Thinking

- Collaboration
- Communication
- Technical Ability