

Immy Yousafzai

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👤 Summary

Product-minded technologist with 13+ years of experience delivering impactful trading platforms, SaaS products, and full-stack web solutions.

- **Technical Stack & Methods:** JavaScript (React/Node.js), PHP, PineScript, MQL4/5, Agile/Scrum, DevOps pipelines.
- **Impact:** Launched iTradeAIMS (15K+ users), authored trading books, and built trading automation tools generating real-world adoption.
- Seeking roles that combine software engineering with product leadership to solve user-first fintech challenges at scale.

💡 Skills

Frontend: HTML, CSS, JavaScript, React, Bootstrap, Bricks Builder, Elementor, Tailwind, ShadeCN,

Backend: Next.js, Node.js, Express.js, Python, Django, PHP, WordPress, WooCommerce, REST APIs

Trading: Pine Script, MQL4/5, Algo Bots, Risk Management

DevOps: Git, Docker, CI/CD, Stripe,

SEO/UX: Page Speed, Accessibility, Analytics, CRO

PM Skills: Agile Planning, Roadmap Ownership, MVP Scoping, Backlog Grooming, User Research, Stakeholder Comms, Trello, Notion, Jira

📁 Experience

Founder — FinTech Educator — Full-Stack Developer

iTradeAIMS Ltd & BrumByte Ltd, Birmingham, UK

2011–Present

- Built and scaled iTradeAIMS, a digital trading education business featuring live indicators, automated bots, premium courseware, and an active user community.
- Developed “Banana EA” and 50+ Pine Script indicators with global reach, 1.2K+ followers, and real-time trading signal deployment.
- Authored “Trading Chaos: The AIMS Way” eBook; later transformed into a 3-phase video course with 1,000+ paid users.
- Published “The Elliott Wave Principle” (Amazon), supported with automated wave-counting scripts and strategy dashboards.
- Delivered WordPress/WooCommerce sites (e.g., Bewdley Farm Shop, Splashbacks Birmingham), integrating SEO, Stripe, custom delivery tools.
- Led all product design, roadmap planning, user research, and iterative releases based on community feedback.

🔧 Top Products and Projects

- **ChartBridge (BrumByte.com):** Led the end-to-end development of a FinTech MVP bridging TradingView strategies with MT4/5 platforms. Conducted market analysis, competitor research, and stakeholder interviews to validate the opportunity. Formed and managed a cross-functional team of 3 engineers to deliver the MVP—launch scheduled for late 2025.
Technologies: Next.js, Supabase, PineConnector API, MT4/MT5 bridge, REST APIs
- **iTradeAIMS.net:** Designed and maintained a trading education platform with gated content, membership tiers, and integrated community tools. Drove user onboarding, payments, and content workflows for 1K+ traders via Discord and web-based learning.
Technologies: WordPress, Bricks, WooCommerce, Stripe, PayPal, Discord SDK
- **Banana EA (MQL4):** Developed and iterated a modular Expert Advisor automating forex trades using technical signals, ATR-based risk, and entry refinement logic. Released as a plug-and-play tool for MetaTrader 4 with community feedback loops.
Technologies: MQL4, MetaTrader, ATR logic, custom signal engine, debug framework

- **AIMS Algo:** Led product design and technical delivery of a PineScript-based trading algorithm. Integrated dynamic risk controls and MT4 execution via PineConnector. Managed roadmap, QA testing, and trader success—achieved +230% return over 12 months.
Technologies: Pine Script, TradingView, MT4, PineConnector, equity filters, slippage sim
- **The Elliott Wave Principle (Book):** Researched user pain points through community interviews and analytics. Authored and published a simplified Elliott Wave guide for beginners—paired with a custom indicator. Led content development, marketing, and user support.
Technologies: Amazon Kindle, Pine Script, TradingView, Canva, community testing

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Education

- **BSc Computer Science (Level 4)** *University of London (Online)* 2024–Present
- **MBA (Marketing)** *Institute of Management Studies, Peshawar* 2000–2002
- **BBA** *Preston University USA, Peshawar Campus* 1998–2000

Certifications

Web Development

- Responsive Web Design Certification — freeCodeCamp
- Front-End Development Libraries Certification — freeCodeCamp
- The Complete Web Development Bootcamp — Udemy

Programming & Computer Science

- Google IT Support Specialization — Coursera
- JavaScript Algorithms and Data Structures Certification — freeCodeCamp
- Complete Python Bootcamp: From Zero to Hero in Python — Udemy

Algorithmic Trading & Automation

- TradingView Pinescript Language - From Scratch — Udemy
- TradingView Pinescript Language - Expert Strategies — Udemy
- MQL4(C++) Programming Trading Robots — Udemy
- MQL4 Trading Algorithms and Automation — Udemy

International Business Ventures

Director – Marble Tiles Manufacturing *Mardan, Pakistan*

2000–2003

- Founded and operated a marble tile manufacturing unit with 20+ employees.
- Managed procurement, production, marketing, and distribution channels.

Director – Cold Storage Facility *Mardan, Pakistan*

1999–Current

- Co-developed and ran a commercial cold storage unit serving local producers and distributors.
- Oversaw project licensing, budgeting, and customer contracts.

Director – Gandaf Flour Mills Pvt Ltd *Mardan, Pakistan*

1996–Current

- Supported logistics, supply chain, and inventory in a family-run food processing facility.
- Worked part-time during undergraduate studies to gain business operations exposure.