

I M Yousafzai

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Summary

Full-stack software engineer with 13+ years of experience building web applications, SaaS platforms, and custom digital solutions. Strong background in product-oriented development, combining clean, scalable code with a deep understanding of user needs and business goals. Transitioning from self-employment to a full-time engineering role to contribute to innovative teams and solve real-world problems through well-crafted software.

Skills

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

Frontend: HTML, CSS, JavaScript, React, Next.js, Bootstrap, WordPress (Elementor, Bricks Builder), Tailwind CSS, ShadCN

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

FinTech: Pine Script, MQL (C++), Pattern Recognition Algorithms, Trading Bots, FinTech Education Portals

DevOps: Git, Docker, CI/CD, Stripe

Work Experience

Founder — CEO — Product Manager — Software Engineer

iTradeAIMS Ltd & BrumByte Ltd, Birmingham, UK

2011–Present

- Founded and scaled iTradeAIMS.net from a personal blog into a profitable online fintech education business, generating \$30K–\$50K annual profit.
- Grew active community to **3,000+** engaged members, **4,000+** YouTube subscribers, and **1,200+** TradingView followers—boosting brand visibility and lead acquisition.
- Developed and sold **nine premium video courses** at \$197 each; implemented bundled offerings and launched new products every 2–3years to enhance customer value and drive growth.
- Achieved a conversion rate of **2–4%** from free content to paid membership.
- Maintained strong customer retention with renewal rates **80%** annually.
- Designed and engineered algorithmic trading tools (Pine Script, MQL4/5, Node.js), producing 50+ indicators and fully automated bots.
- Authored two books (e.g., *How to Count Elliott Waves*) and created structured multi-phase video courses, attracting 1,000+ paid users.
- Recruited and managed a cross-functional team (frontend/backend developers, marketing manager, admin assistant); led product vision, roadmap planning, and iterative releases based on community feedback.
- Delivered commercial WordPress/WooCommerce sites (e.g., Bewdley Farm Shop, Splashbacks Birmingham) with SEO optimization, Stripe payments, and logistics integrations.
- **Tech Stack:** React, Next.js, Node.js, Tailwind CSS, Pine Script, MQL4/5, MetaTrader, WordPress, Stripe, MySQL, Discord APIs, TradingView, AWS

Key Projects

- **ChartBridge (BrumByte.com):** Led end-to-end development of a FinTech MVP bridging TradingView strategies with MT4/5. 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 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.
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 delivery of a Pine Script trading algorithm. Integrated dynamic risk controls and MT4 execution via PineConnector. Managed roadmap, QA, and user success—achieved +230% return in 12 months.
Technologies: Pine Script, TradingView, MT4, PineConnector, equity filters, slippage sim
- **The Elliott Wave Principle (Book)**: Researched user pain points via community feedback. Authored a simplified Elliott Wave guide paired with a custom indicator. Led content, marketing, and support.
Technologies: Amazon Kindle, Pine Script, TradingView, Canva, community testing

Education

- **BSc Computer Science (In Progress)** *University of London (Online)* 2024–Present
- **MBA (Marketing)** *Institute of Management Studies, Peshawar* 2000–2002
- **BBA** *Preston University USA, Peshawar Campus* 1998–2000
- **BA (Law and Political Science)** *University of Peshawar* 1996–1998

Certifications

Web Development

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

Programming & Computer Science

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

Algorithmic Trading & Automation

- Pine Script from Scratch — Udemy
- Pine Script Expert Strategies — Udemy
- MQL4 Programming for Trading Robots — Udemy
- MQL4 Algorithms and Automation — Udemy

Side Projects & Open-Source

- **Drawing App (p5.js)** – Canvas sketch tool built for University coursework. *Technologies: JavaScript, p5.js*
- **Simon Game & Drum Kit** – Interactive browser apps using vanilla JS, HTML, and CSS. *Highlights: clean UI, event-driven interactivity*
- **Next.js AI Chatbot** – AI-powered chatbot template built with Next.js, TypeScript, and AI SDK. *Technologies: Next.js, TypeScript, AI SDK*
- **Banana EA Landing Site** – Promotional website for Banana EA built in Next.js with responsive design and SEO. *Technologies: Next.js, TypeScript, responsive design*
- **Arcade Game Project** – Final JavaScript/p5.js game developed during coursework. *Technologies: JavaScript, p5.js*

Freelance Website Development

- **BrumPrint (Printing Company)** – WooCommerce e-commerce site with product listings, cart flow, Stripe payments. *Technologies: WordPress, WooCommerce, Bricks Builder, PHP, Stripe*
- **Splashbacks Birmingham** – Brochure site with gallery, contact forms, and local SEO features. *Technologies: WordPress, custom PHP, Bricks Builder, SEO*
- **Bewdley Farm Shop** – Local farm produce store with WooCommerce, delivery tools, and Stripe integration. *Technologies: WordPress, WooCommerce, Bricks Builder, PHP, Stripe*
- **iTradeAIMS Platform** – FinTech education site with gated content, membership tiers, Discord integration, Stripe payments. *Technologies: WordPress, MemberPress, REST APIs, Discord API, WebSockets, Stripe*

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–Present

- 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–Present

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