

## Contact

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## Top Skills

Continuous Integration (CI)  
Continuous Delivery (CD)  
Git

## Certifications

Machine Learning with Python  
Generative AI: Prompt Engineering Basics  
Python for Data Science, AI & Development  
Frontend Design Concepts  
Introduction to Artificial Intelligence (AI)

## Publications

Researching Annual WordPress Users: A Comprehensive Stakeholder Analysis Framework  
Pakistan's Student Housing Market: A Comprehensive Market Analysis and Feasibility Study (2025-2035)  
Comprehensive Methodology for Pakistan's Student Housing Market Analysis  
The Global WordPress Ecosystem in 2025: A Comprehensive Stakeholder and Market Analysis

# Shahmir Khan

Research & Product - Exploring WP, AI & Automation  
Abbottabad District, Khyber Pakhtunkhwa, Pakistan

## Summary

I'm a founder and product engineer who's spent the last few years turning ideas into systems that actually work. Currently, I'm exploring the intersection of AI and automation with Reachwise AI, and tackling Pakistan's informal student housing market through Staezy — a problem I researched through the country's first comprehensive market study.

Before this, I founded Pixelabs, where my team and I delivered 75+ software projects and built 40+ WordPress plugins in our first year alone, generating over \$60K in revenue. I've also led product teams at 5 Stars Real Estate in the UAE (where we launched Dalile.com, syndicating 250+ agencies) and served as Head of Product & Delivery at Triox in the US — shipping products that reached thousands of users and drove \$5M+ in client revenue.

What drives me: I don't just write code or manage teams — I connect the dots between what users need, what's technically possible, and what makes business sense. Whether it's implementing CI/CD pipelines, directing UI/UX initiatives, or conducting market research, I'm focused on building things that scale and matter.

I've failed, learned, and built again — from a poultry tech startup that didn't make it (but got us into the President House) to products that are thriving today. Each experience taught me something about building better.

Currently exploring: AI-driven automation, WordPress ecosystem innovations, and how technology can solve local market inefficiencies in emerging economies.

Open to connecting with fellow builders, potential collaborators, and anyone tackling interesting problems.

Let's talk.

## Experience

### Staezy

Founder - Research Project

November 2024 - Present (1 year)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Launching staezy.pk, connecting students to reliable accommodations!

Conducted first survey ever of the Pakistan's student housing market, and proposed legal framework for the ~90% informal sector.

### Reachwise AI

Founder

December 2024 - September 2025 (10 months)

Abbottābād, Khyber Pakhtunkhwa, Pakistan

Built reachwise.io, strategically later sunset the product due to lack of founder-market fit.

### Pixelabs

Founder

January 2024 - February 2025 (1 year 2 months)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Established and currently leading Pixelabs, a technology startup delivering innovative web and software solutions.

Identified new market opportunities and established client relationships to drive business growth.

Directed the creation of scalable, responsive web applications using Next.js, WordPress, and modern JavaScript frameworks.

Recruited and managed a multidisciplinary team of developers and designers, fostering a culture of collaboration and innovation.

Successfully delivered multiple client projects on time and within budget, while maintaining high-quality standards.

### 5 Stars Real Estate

1 year 10 months

Head of Product

December 2023 - February 2025 (1 year 3 months)

## United Arab Emirates

Managed a distributed team to create and launch 5Stars' premier product, Dalile.com, aligning project milestones with client vision and maintaining high standards in development quality.

### Project Lead Developer

May 2023 - December 2023 (8 months)

Dubai, United Arab Emirates

Lead the product development efforts of the MVP + initial expansion, highlights syndication (250+ agencies) + CI/CD pipelines & MVP launch

## Triox.io

### Head of Product & Delivery

January 2023 - February 2025 (2 years 2 months)

1942 Broadway St, Boulder, Colorado 80302, US

Directed the technological vision and strategy for Triox.io, aligning development efforts with business objectives and ensuring timely delivery of key projects.

Oversaw the design, development, and deployment of custom WordPress websites and applications, implementing advanced functionalities to meet diverse client requirements.

Recruited and led a high-performing team of developers, designers, and project managers, fostering a collaborative work environment.

Implemented CI/CD pipelines and DevOps best practices to streamline development processes, reducing deployment times and minimizing errors.

Directed UI/UX initiatives using Figma, ensuring designs met user needs and enhanced overall product usability.

Worked closely with stakeholders to gather requirements, provide progress updates, and deliver tailored solutions that exceeded expectations.

## Auction Flippers, LLC

### Senior Web Developer

December 2022 - March 2023 (4 months)

Texas, United States

Custom WordPress Solutions: Delivered tailored plugins and features for auction management, improving operational efficiency.

Enhanced User Experience: Improved website interactivity and design, aligning with brand vision.

SJP Legnocrats (SMC-Pvt.) Ltd.

2 years 10 months

Full Stack Developer

May 2020 - November 2022 (2 years 7 months)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Web Development Intern

February 2020 - May 2020 (4 months)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Durshal

Resident Founder of HatchIt | A sustainable PoultryTech startup

August 2021 - February 2022 (7 months)

Abbottābād, Khyber Pakhtunkhwa, Pakistan

HatchIt was to build sustainable & automated products for poultry farming in Pakistan.

In the 6 months of the program, we built a completely automated egg incubator with 2000 eggs capacity at a cost of just \$357 completely locally sourced, while similar solutions' from china costed upto \$1785. Even though our startup failed eventually, but we worked on a real problem for the betterment of our people.

We had a chance to attend a invite only event, with ~400 top people from the Pakistani Tech Industry at the President House in collaboration with Google, had networking + lunch with the President & the Cabinet of the Pakistan.

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## Education

Iqra Academy Abbottabad

HSSC, Computer Science · (September 2020 - June 2023)