

Payam Fakoorziba

Frontend Developer and Designer

payamfkz.com | payamfakoor@gmail.com | +1 647 949 0036

Experience

Lead Frontend Developer and Designer, Story

September 2024 – June 2025

- Led a team of three frontend developers on core product features and ensured design consistency across the platform
- Redesigned and rebuilt the entire platform, doubled customer lifetime value and active subscriber count, and cut churn by 50% in the first quarter after launch
- Unified the marketing site and app into a single home experience; introduced a central prompt box with suggestions that lowered time to first value and drove new user trials.
- Oversaw the launch of Story Studio, an AI video-editing product, and delivered a new landing page, editor empty states, onboarding flow, and a partner registration system
- Conducted user studies on Zoom to observe real customer interactions, identify UX pain points, and turn those findings into actionable product improvements
- Built a real-time story generation UI with WebSockets that streamed story content and progress updates during generation to improve user experience

Co-Founder and Lead Developer, Aether

April 2024 – August 2024

- Co-founded a web design and development agency building fast, responsive, and conversion-optimized websites
- Implemented a booking system for a dental clinic that increased online appointments by 50% in the first month
- Integrated an AI chatbot into a home service delivery website to manage support inquiries and ticket submissions
- Handled all sales and client acquisition through email outreach, proposals, and sales calls

Freelance Web Developer, Payam Technologies Inc.

September 2023 – March 2024

- Delivered high-quality web applications and websites to clients as a freelance web developer. Worked closely with clients to understand their requirements and bring their vision to life

Projects

Zino Academy

zinoacademy.com

- Building an online AI math academy for high school and university students
- Developed an AI grader that evaluates student solutions on a canvas-based whiteboard against predefined criteria and provides instructive feedback
- Created an instructor dashboard for authoring courses, lessons, quizzes, and challenges.
- Implemented payment processing with support for recurring subscriptions and one-time course purchases
- Tech stack: React, TypeScript, Next.js, Tailwind CSS, PostgreSQL, Drizzle ORM, Figma, Cloudflare R2, Stripe

Technologies

Languages: JavaScript/TypeScript, HTML, CSS, Python, Java

Technologies: React, Next.js, Tailwind CSS, Motion (Framer Motion), Node.js, Express.js, PostgreSQL, Three.js, Git, Figma

Education

University of Toronto, St. George, Faculty of Science

September 2019 – April 2023

- Double major in Computer Science and Mathematics
- **Coursework:** Software Design, Data Structures and Analysis, Introduction to Machine Learning, Neural Networks and Deep Learning, Real Analysis, Linear Algebra, Probability and Statistics