

# PAYAM FAKOORZIBA

Full Stack Developer

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## WORK EXPERIENCE

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### Lead Frontend Developer and Designer, Story

*September 2024 – June 2025*

- Redesigned and rebuilt the entire Story.com platform, leading a team of 3 frontend developers, doubling subscriber LTV and active subscriber count while cutting churn by 50% in the first quarter after launch.
- Led the launch of Story Studio — Story.com's latest AI video-editing product — delivering a new landing page, editor blank-state screens, onboarding flow, and a partner registration system.
- Restructured site URLs and internal links to target high-value short-tail keywords in the AI storytelling niche.

### Co-Founder and Lead Developer, Aether Web Design

*April 2024 – August 2024*

Co-founded Aether Web Design, a web design and development agency in Toronto specializing in high-performance, trust-building, and conversion-optimized websites. Latest projects:

- Navid Best Group Inc.  
Building a modern, aesthetically pleasing website for Navid Best Group, a home remodelling and renovation company. The website features a fast, high-performance gallery page with server-side filtering, pagination, and layout selector. Built with React, TypeScript, Next.js, TailwindCSS, Framer Motion, Three.js, Sanity.
- Bayview Glen Dental Inc.  
Designed and developed a brand new website for Bayview Glen Dental Office, a prominent dental facility located in Richmond Hill. The website features a booking system that increased online bookings by more than 50% in its first month after launching. Built with React, TypeScript, Next.js, TailwindCSS, Framer Motion.
- Doer  
Designed and developed a landing page for Doer, a real-time home service delivery app, featuring an AI chatbot for submitting tickets and internationalization. Built with React, TypeScript, Next.js, TailwindCSS, Vercel AI SDK.

### Freelance Web Developer

*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.

## TECHNOLOGIES

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### Programming Languages

JavaScript/TypeScript, HTML, CSS, Python, Java

### Frameworks/Libraries

React, Next.js, TailwindCSS, Motion (Framer Motion), Vue.js, Express.js, Three.js, PyTorch, Numpy

## EDUCATION

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### University of Toronto, St. George

*September 2019 - April 2023*

Faculty of Science

Mathematics and Computer Science Double Major