

# DARDAN DEMIRI

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## Professional Summary

Full-stack engineer with 5+ years building React applications and Ruby on Rails systems that power content delivery, internal tooling, and customer engagement. Combines production engineering with first-hand restaurant and loyalty operations experience, enabling pragmatic, ROI-driven technical decisions. Strong mathematical foundation supporting scalable system design.

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## Technical Core

**Languages:** TypeScript, JavaScript, Ruby, Python, Java, SQL

**Frameworks:** React, Next.js, Ruby on Rails, Remix

**Data & APIs:** PostgreSQL, GraphQL, REST

**Infrastructure:** Vercel, AWS, Git, Github Actions (CI/CD), Headless CMS, Supabase, Railway, Shopify

**Product Focus:** Customer lifecycle systems, learning content authoring tools, analytics-driven UX

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## Experience

### Software Engineer — Aira Publishing

**June 2024 – Present**

- Architected and shipped a custom headless commerce platform for digital and physical educational products, replacing brittle legacy workflows with a scalable React + GraphQL system.
- Designed metadata-driven product models supporting bundles, multi-format SKUs, and grade-level segmentation, materially reducing catalog maintenance effort and error rates.
- Delivered server-rendered and aggressively cached storefronts using modern React tooling, improving page load performance while constraining infrastructure spend.
- Converted curriculum and publishing requirements from non-technical stakeholders into durable data models and intuitive UI flows, shortening iteration cycles and reducing rework.

### Software Engineer — Scholarly Elite Tutoring

**June 2020 – June 2024**

- Designed and maintained a Ruby on Rails content-authoring platform that automated the creation of client-specific tutoring materials, eliminating manual document assembly.
- Built admin tooling and configurable templates enabling educators to generate personalized learning content at scale with consistent quality.
- Replaced error-prone manual workflows with structured data models and automation, significantly reducing operational overhead.
- Drove continuous system improvement by incorporating direct educator feedback into product and technical decisions.

### Co-Managing Partner — Danny's Fish & Chips

**May 2019 - Present**

- Co-managed daily operations of a high-volume restaurant with a long-standing repeat customer base.
- Built first-hand understanding of customer retention, promotions, loyalty incentives, and real-world operational constraints.
- Evaluated and adopted digital tools for marketing, operations, and customer engagement with a strict focus on ROI, reliability, and staff usability.

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## Education

**University of Toronto**, Honours BSc — Mathematics, Statistics, Economics

**2022**