Shayan Panjeh Alizadeh

📍 Software engineer & Entrepreneur | 14+ Years in Web, Mobile, and E-Commerce

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🗣 English (IELTS B2)

Work Experience

Founder & CEO | DEMONOMY, Clothing Brand   (Feb 2020 – Present)

- Built and scaled a gothic/grunge e-commerce brand with 9,000+ orders and 65K+ Instagram followers.
- Implemented a WooCommerce-based website with custom plugins.
- Automated workflows for production and logistics, improving operational efficiency by 40%.
- Integrated 5+ third-party tools including payment gateways, SMS panel, and logistics services.

Full-Stack Web Developer | IRIB, Media Organisation   (Oct 2010 – Oct 2024)

- Developed and maintained 32+ multilingual websites with custom CMS (e.g., SAHARTV, PARSTODAY).
- Led development of a newsroom system automating editorial workflows, saving 10+ hours per week.
- Integrated CMS and newsroom for seamless publishing, reducing repetitive tasks by 55%.
- Applied SEO improvements and analytics tools, increasing traffic by 28%.

iOS Developer | WinWin, Payment & Loyalty App   (Apr 2016 – Apr 2017)

- Created a Swift-based iOS app in 1 month using agile methods.
- Delivered key features: QR scanning, payments, loyalty discounts, location mapping, and notifications.

Technical Skills

- React, Next.js, TypeScript, Tailwind, PHP, Laravel, WordPress, REST APIs, Swift (iOS), Git, GitHub, CI/CD, MySQL, PostgreSQL, Google Analytics, SEO best practices.

Education

- **M.S.** in **IT Management**, University of Payam Noor, Tehran, Iran   (Sep 2017 - Sep 2019)
- **B.S**. in **IT Engineering**, University of Nabi Akram, Tabriz, Iran   (Sep 2005 - Jun 2010)

Certifications

- React - The Complete Guide 2025 (incl. Next.js, Redux), Udemy   (Completed, June 2025)
- IELTS Academic **B2**   (March 2025)
- **iOS** App Development   (May 2023)