

Contact

Phone

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Email

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Portfolio

alirahi.com

Address

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Technical Expertise

- Web Development: Full stack application development, responsive/mobile-first design, custom WordPress plugins, Shopify theme and app development, WordPress Theme Builders (Divi / Thrive), open-source CMS familiarity (including Documentum)
- AI & Automation: OpenAI API (GPT-3.5/4), AI agent workflows, LangChain, prompt engineering, semantic search, task automation, document parsing, Octoparse, Salesforce & Zapier, Retrieval-Augmented Generation (RAG) pipelines, vector databases (Pinecone, FAISS, Weaviate, Chroma), FastAPI/Flask for ML deployment
- Frontend: HTML5, CSS3, Sass/SCSS, Bootstrap, Tailwind CSS, JavaScript, TypeScript, React, Next.js, jQuery, Liquid, modern UI/UX design, wireframing, Figma, user flow mapping, usability testing, WCAG & accessibility
- Backend & APIs: Node.js, Python, Django, PHP, RESTful APIs, GraphQL, API methodology, microservices architecture, authentication (OAuth2, JWT), caching (Redis), and queue management (RabbitMQ, AWS SQS)
- Databases: MySQL, PostgreSQL, SQLite, SQL Server, MongoDB, Firebase, vector database integration, phpMyAdmin, database replication, optimization, and migration
- E-commerce Platforms: Shopify, WooCommerce, ChannelAdvisor, SearchSpring
- Mobile Development: iOS (Swift, Objective-C), Android (Java/Kotlin), React Native
- Cloud & DevOps: AWS (EC2, S3, RDS, Lambda, CloudFront, IAM, CloudWatch, Route53), Docker, Kubernetes (EKS), Terraform, CloudFormation, CI/CD (GitHub Actions, Jenkins, AWS CodePipeline), LAMP/LEMP stack, NGINX/Apache configuration, CLI, Bash scripting, Prometheus, Grafana, and cost optimization
- Marketing & Analytics: Google Ads, Google Analytics, Tag Manager, SEO strategy, A/B testing (Hotjar, Optimizely), conversion tracking, Call Tracking Technologies
- Project Tools & Methodologies: Agile/Scrum, Git/GitHub, version control, Asana, Trello, Jira, Notion, Confluence, sprint planning and reporting
- Other: Push notifications, CRM integrations, IaaS/PaaS/SaaS deployment strategies, PDF/data extraction and transformation tools, document search tools (ElasticSearch, Algolia), API security, monitoring, and automated backups.

Education

Computer Science

CSUN 2015

Ali Rahi

CTO/CIO - Senior Full Stack Developer

I'm a results-driven CTO/CIO, Full Stack Developer, and Product Technologist with 10+ years of experience leading the development of scalable web platforms, e-commerce systems, and AI-powered tools. My technical background spans Shopify and WordPress development, custom plugin architecture, and AI workflows using OpenAI. I specialize in high-volume operations, API integrations, and automation. I've successfully led cross-functional teams to launch applications, build internal tools, and optimize product catalogs (1M+ SKUs) across platforms. I bring a strategic blend of engineering expertise, systems thinking, and creative problem-solving—grounded in a commitment to performance, usability, and long-term scalability.

General Skills

- Extensive expertise in full stack development, AI integration, and technical leadership across SaaS, e-commerce, automation, and data-centric platforms
- Proficient in Shopify theme/app development, custom WordPress plugin architecture, and AWS infrastructure setup, scaling, and cost optimization
- Skilled in designing AI workflows using OpenAI APIs, LangChain, Python, and automation tools for content generation, internal ops, tagging, and chat assistants
- Experienced in managing large-scale catalogs (1M+ SKUs) using ChannelAdvisor, SearchSpring, Matrixify, and custom backend infrastructure
- Strong background in data scraping and extraction with Octoparse and Python, including automated ingestion pipelines and platform sync tools
- Hands-on understanding of UX/UI design, with implementation of faceted search, filtering logic, customer personalization, and conversion-optimized features
- Proven track record of leading cross-functional teams and delivering scalable, maintainable systems from architecture through launch and iteration

Experience

Shopify Developer

Maccam | Los Angeles

2024-2025 - Contract

- Led design and development of the company's Shopify storefront with SEO-optimized architecture and responsive UX/UI, increasing both online conversions and in-store traffic
- Built and maintained custom themes and dynamic components using Liquid, HTML, CSS, and jQuery; integrated product data feeds and collaborated with marketing for scalable content management

Full Stack & Data Manager

David Meyer - Los Angeles

2019 - 2024 Full Time On site

- Managed a high-volume Shopify store with over 1M SKUs, engineering backend pipelines for automated catalog imports, real-time sync, performance optimization, and data integrity at scale
- Led end-to-end development of custom e-commerce systems using Python, JavaScript, Liquid, and WordPress, combining frontend design with dynamic backend architecture and API integrations

WordPress Developer

Maccam | Los Angeles

2015 - 2019

- Developed custom WordPress and WooCommerce solutions, including plugin builds, checkout customization, and third-party API integrations.
- Built optimized themes using PHP, JS, HTML, and CSS; leveraged hooks, filters, REST API, ACF, and WP-CLI for deployments; applied caching and debugging tools to ensure performance and scalability.

Full Stack & Business Developer

WEBB4B - Los Angeles

2012 - 2015

- Architected and deployed native iOS and Android apps with Swift, Objective-C, Java, and Kotlin; integrated AWS services for backend scalability, load balancing, and real-time traffic monitoring
- Delivered 100+ custom WordPress and Shopify sites featuring advanced systems like warehouse inventory, faceted search, GPT-based metadata generation, and Zapier-powered automation
- Executed full-funnel growth strategies leveraging SEO, Google Ads, OpenAI-powered content workflows, and dynamic site optimization to scale lead gen across industries.