

Ali Marefati

AI Engineer & Product Leader

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SUMMARY

Technology leader with 7+ years building products and teams that move business metrics. CTO of Ahanonline, Iran's largest online steel retailer, leading a 7–10 person team and cutting technology costs by up to **80%**, eliminating daily outages and shipping RAG-based AI. Built its B2B marketplace Gereft into a platform for **700 suppliers** and **10K purchase requests/month**, growing operational throughput **30×** through workflow redesign, automation and production LLM workflows. Earlier took a SaaS for physicians from zero to **150+ customers** single-handedly. Also ships side products built with AI-assisted (vibe) coding, used by end customers and several companies, and can own a new business line end to end and grow it single-handedly.

EXPERIENCE

Ahanonline — *Iran's largest online steel retailer and #1 steel website*

Chief Technology Officer (CTO) Mar 2025 – Present

- Lead a **7–10 person** technology team, driving business workflows directly with the CEO and founders, leading LLM/AI adoption and coordinating SEO, product, infrastructure and network teams.
- Cut technology costs by up to **80%** through CDN optimization, server and compute cost reduction, and redesigned business workflows.
- Built an AI customer-support chatbot with **RAG** (n8n, OpenAI, pgvector, Elasticsearch) and LLM-generated SEO content, increasing purchase-request submissions.
- Kept the platform fully online during the 2025 war, reachable from inside Iran and abroad, while hardening security against attacks.
- Fully automated delivery with CI/CD on self-hosted GitLab and Docker Swarm, with LLM-based review of every merge request that flags security issues and bugs as MR comments.

Software Engineer Mar 2024 – Feb 2025

- Cut outages from **several per day to near zero** by stabilizing the legacy platform through code cleanup and performance optimization.
- Owned DevOps, security hardening and technical SEO for the SEO-critical website: brought all **Core Web Vitals to green** and kept **#1 Google rankings** on core keywords while organic traffic grew.

Tech Lead — Gereft *(Ahanonline's B2B steel marketplace · concurrent role)* May 2023 – Present

- Led a full rewrite of the marketplace in 3 months (**Next.js**, **NestJS**), then grew it over 2 years to **700 suppliers** and **~10,000 purchase requests/month**.
- Scaled purchase-request handling **30×** (10 → 300+/day) with the same 3-person operations team by redesigning business workflows and automating them on the new platform.
- Shipped the company's first production AI: an LLM pipeline that transcribes calls (ElevenLabs speech-to-text), indexes them in Elasticsearch, extracts and classifies requests with OpenAI GPT models and auto-routes them to suppliers, plus AI follow-up of every purchase request, all orchestrated on n8n.
- Built and led a 4-person engineering team (interviewed, hired 3 engineers, negotiated salaries), reporting directly to the CEO and designing business workflows with the product manager.

Doctop

Full Stack Developer Jun 2021 – Apr 2023

- Took a subscription SaaS for physicians (online consultation, chat, booking, doctor websites) from idea to **150+ paying physicians** in 12 months.
- Sole product and engineering owner, working directly with the CEO: requirements, business workflows, UX/UI design, architecture and delivery.

Back End Developer Dec 2019 – Jun 2021

- Drove the re-architecture of the backend from Strapi to **NestJS** and optimized the database, improving overall system performance up to **5×**; translated business needs into feature and business-logic design with the product team.

PROJECTS

Chenin — *Founder · personal business* chenin.app

- Founded and built a Persian platform for discovering and sharing tested AI image and video prompts, each shown with its real output and filterable by model, category and mood (Midjourney, DALL·E 3, Flux, Stable Diffusion).

Wahi — *Self-hosted · PostgreSQL, S3, REST API* wahi.marefati110.ir

- Built with AI-assisted (vibe) coding and **sold to 3 companies**: a team inbox that lets many agents serve customers through one WhatsApp number, with chat assignment, internal notes, quick replies, throttled broadcasts, agent reports and an API.

Secure Call — *VoIP · Issabel, FreePBX*

- Built a secure one-to-one calling system that integrates with **Issabel** and **FreePBX** VoIP servers to set up protected calls between two parties.

Morcheh — *Open source · Go, PostgreSQL, Redis, Next.js* github.com/morcheh-cloud · morche.cloud

- Open-source private cloud that installs on an organization's own servers and runs servers, databases (6 engines), storage, DNS, backups, Ansible automation and role-based team access from one panel.

Sangehassan — *Next.js · Persian, English, Arabic* sangehassan.com

- Developed and implemented the trilingual website and verified-supplier marketplace for a natural-stone quarry and export business, covering products, price list, sample requests and export enquiries.

OPEN SOURCE

n8n-nodes-dynamics365 — *TypeScript, n8n, Dynamics 365 Web API* github.com/marefati110/n8n-nodes-dynamics365

- n8n nodes for on-premises Microsoft Dynamics 365, usable as an **AI agent tool**; NTLMv2 auth built from scratch.

strapi-plugin-elastic — *JavaScript, Strapi, Elasticsearch* 58★ · github.com/marefati110/strapi-plugin-elastic

- Keeps the Strapi CMS database in sync with Elasticsearch to power full-text search.

SKILLS

Leadership & Product:	Team building & hiring, working with CEO & founders, product design, business workflow design, cross-team coordination (SEO, product, infrastructure, network)
AI & LLMs:	LLM integration (OpenAI GPT API), prompt engineering, AI agents & tools (n8n), speech-to-text (ElevenLabs), RAG & AI chatbots (pgvector, Elasticsearch), LLM pipelines over call transcripts, LLM-based code review (all in production)
Backend:	TypeScript, Node.js, NestJS, Go, Strapi; familiar with Python
Frontend:	Next.js, React
Data & Messaging:	PostgreSQL (high availability, tuning, monitoring), pgvector, MongoDB, MySQL, Elasticsearch, Redis, BullMQ, RabbitMQ
DevOps & Security:	Docker, Docker Swarm, CI/CD, GitLab (self-hosted), Cloudflare (CDN, WAF, DNS), Iranian cloud providers, bare-metal servers, infrastructure cost optimization, security hardening, attack mitigation, technical SEO
Languages:	Persian (Native), English (Advanced)

EDUCATION

B.Sc. in Computer Science — **Kharazmi University** Tehran, Iran