Aidin Fateh

Software Engineer

A dynamic experienced engineer with 15+ years of proficiency in developing digital solutions and web applications. Skilled in leading design and deployment of innovative projects that enhance user engagement and streamline business processes. Driven to create impactful, user-centric products using advanced technologies.

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WORK EXPERIENCE

Sunstate Security (ASGBRIS PTY LTD) based in Brisbane, Australia
Software Engineer | July 2023— Present

- Consulting with clients and collaborating with teams about designing and developing exclusive security platforms based on Security Cameras, AI, and machine vision in inspection and surveillance solutions.
- Developed **Visy | Bottle Inspection Station** software utilizing vision sensors to detect contamination in the production line with %95 accuracy.
- Analyzing and determining software specifications to meet integrated full-stack systems' various functions and requirements to optimise operational productivity and efficiencies.
- Analysing projects and determine application specifications that must be fulfilled for various hardware types, including security cameras, touch-base screens, alarm systems, etc.
- UX researching, wireframing and interactive designing of the platforms to achieve the most operational, useable, and attractive products and services. Ensures that the solution is maintainable, scalable, and supportable.
- Designs, develops,and maintains tools, APIs, and automation to assist in troubleshooting, debugging and support.
- Uses knowledge of the hardware and available technologies to influence the direction and evolution of the software/product/solution.
- Developing and integrating API features into the NX Witness Video Management System to enhance its capabilities.
- Initializing, maintaining, evaluating and diagnosing the company's servers, websites, and other platforms.
- Research and investigate cutting-edge technologies to progress the company's goals, including machine vision, AI, AR, VR, etc.
- Works as a technical focal point with marketing teams to enhance the company's online sales platform online advertising and innovative ways of marketing.
- Fine-tuned the GPT-3.5 model, developed API, and designed UI/UX for **GuardBot** – the first Live Chatbot in the security industry.
- Designed UI/UX and developed the backend for a **Customized Instant Quote Generator**, significantly boosting residential leads.
- Researched and prototyped the **Teys | Livestock Cattle Measurement Platform** using LiDAR sensors and camera vision.
- Engineering the **AI-enhanced CCTV Face Recognition System**, transforming conventional IP cameras to modernize marketing, safety, security, and business management using advanced AI-powered face recognition technology.
- Managed Google Ads campaigns that notably increased leads by 50% and sales by 20%.
- Brainstormed and created three advertising videos and over fifteen posters and brochures.

Parsehonar Movie Theater Services Co. based in Tehran, Iran
Full Stack Software Engineer | September 2018— January 2023

- Managed the High-tech department for research and building web-based platforms, AR/VR software, touchscreen kiosk integrated software, etc. (like PGSOC Interactive Model Software, VR Version and web-based entertainment and information software)
- Collaborated with teammates and clients throughout the design and develop innovative products.
- Lead UI/UX designer and product manager of the PGSOC company Interactive Model (Includes presentation room, interactive device, Unity-based simulation software, VR prototype) collaborate closely with teams of Designers, Developers, Engineers, and 3D Modelers.
- Created three navigation modes simultaneously on a table-shaped interactive device with a 90-inch screen (eagle mode, drone mode & first-person) and three independent UX: **Multi-Touch, Joystick, Mouse & Keyboard**
- Optimized models and solutions to fully load 700 hectares of simulation environment at the runtime. (World's largest Oil Refinery)
- Conceptualized and developed web-based entertainment and information software for PGSOC company Interactive Kiosk.
- Established, maintained, evaluated and diagnosed hardware and software, including servers, surveillance systems, websites, etc.
- Researched and wrote 80 pages about ideas and effectiveness of AR/VR technologies.

Pasta Changal Chain Restaurant based in Tehran, Iran

Full Stack Developer | January 2015—August 2020

Founder | August 2013

- Designed & developed an online shop and mobile app to order customized Pasta. Increased 15% yearly sales average & 30% timesaving in the order process.
- Initiated and maintained computers and networks, security cameras, time of attendance devices, ordering kiosks, etc for multiple stores.
- Designed & developed, initiated, maintained, evaluated, and diagnosed integrated software systems for price analysis, sales, accounting, customers, feedback, and branch management.
- Designed and developed touch screen kiosk ordering software and deployed it in multiple stores.
- Designed and developed delivery management software.
- Redesigned and developed an online and touch-screen kiosk food ordering platform led to a 35% increase in customer satisfaction.

Jahannama UPVC Window Industry based in Tehran, Iran

IT Manager | September 2009— September 2015

- Initiated, maintained, evaluated, and diagnosed integrated software systems for price analysis, sales, production plan, customer services, and CNC machine programs.
- Designed and developed the company's official website to promote the brand value and reached a 40% increase in customer loyalty through educational content publishing and SEO.
- Collaborated closely with stakeholders, managers, staff, and customers to achieve the paperless office goal.
- Developed an Automation System for communication between office team members and the factory. (Ticketing System, Job Cards, Quotes, Purchase Orders, etc.)
- Designed, developed, initiated, maintained, evaluated, and diagnosed integrated software systems for price analysis, sales, production plan, and customer services, and integrated with CNC machine programs.
- Designed and developed the company's official website to promote the brand.
- Trained staff with ICDL course.

EDUCATION

B.A. Computer Hardware Engineering (10/2004 – 06/2009)
University of Mazandaran

CERTIFICATES

The Fundamentals of Digital Marketing Google Digital Garage
Google Ads Display, Ads Search, Ads Video Professional Certification

TECHNICAL SKILLS

- UX Research, Wireframing, Coding, Interaction Design, Responsive Design, Visual Communication, Research, Analytics
- Web Design and Develop, HTML, CSS, JavaScript, jQuery, TypeScript, Angular, Bootstrap, CMS (DotNetNuke, nopCommerce, etc), Restful API
- C#, C++, Python, .NET Core, JSON, XML, Database, SQL, Visual Studio, Microsoft SQL Server, DevOps, Testing
- System Administration, Software Installation, Network and DNS Configuration, Windows Server, Plesk Web Hosting
- Sketch, Photoshop, Premiere, Adobe XD, After Effect
- SEO, SEM, Google Services (Ads, Analytics, Search Console, Tag Manager), Microsoft Office, Google Workspace

SOFT SKILLS

Hard-working, Collaboration, Multitasking, Interpersonal Skills, Creative Thinking, Critical Thinking, Perceptiveness

INTERESTS

Gaming, Authorship, Art and Videos, AR/VR

LANGUAGES

English: Proficiency, Persian: Native, Arabic: Elementary