

# Soheil Homayoonfard

soheilhomayoonfard@gmail.com | +1 (604) 902 9276 | Ottawa, ON

soheilhomayoonfard.com | LinkedIn | GitHub

## EDUCATION

---

**Sharif University of Technology** (Best Engineering University in Iran) Sep 2019 – Jul 2023

BSc in Computer Science

Selected Coursework:

- Cyber Security, Deep Learning, Networking, Database Systems, Operating Systems, Mobile Programming, Game Theory, Stochastic Processes, Bioinformatics.

## Honors and Awards

---

Ranked **75th (Top 0.1%)** among **160,000+** candidates in the National Universities Entrance Exam

## WORK EXPERIENCE

---

### Utostyle

*Co-founder, Full Stack Developer*

Tehran, Iran

Oct 2025 – Present

- **GenAI Beauty Platform:** Architected a B2B solution allowing barbershop clients to virtually try on hairstyles, hair colors, and makeup via generative AI image processing.
- **Advanced CRM & Booking:** Built a complete Customer Club system featuring online appointment scheduling, management, and purchase history logging with unlimited capacity.
- **AI-Driven Marketing Automation:** Engineered smart SMS campaigns powered by AI for automated re-purchase reminders, birthday greetings, and targeted feedback surveys.
- **Growth & Retention Engines:** Implemented referral systems and lead magnets to drive acquisition. Developed a loyalty system with automated point allocation, tiering, and cashback.
- **Analytics & Segmentation:** Designed dashboards for sales tracking. Implemented customer segmentation logic using the **RFM model** (Recency, Frequency, Monetary) for targeted engagement.

### Rastaar

*Full Stack Developer & DevOps Engineer*

Tehran, Iran

Mar 2024 – Jan 2026

- **Sorena (Archive Manager):** Full Stack development of a video intelligence platform featuring transcription, emotion analysis, sensitive content detection, and deep labeling (objects, landmarks, famous persons).
- **ChetChat:** Developed an AI-powered low-code automation platform translating natural language into node-based workflows. Implemented an interactive drag-and-drop canvas and real-time execution monitoring.
- **Humaani:** Managed backend and DevOps for a GenAI character platform; engineered custom **LoRA** training pipelines to ensure consistency in character generation across image, video, and voice.
- **Manni:** Developed generative tools including **Maaniject** (product-to-ad), **ManniMark** (marketing copy), and **Manni Live Avatar** (real-time lip-syncing).
- **Meta Cargo:** Led product and development for a Web3 logistics platform on TON; built a gas-fee-aware bulk NFT distribution service and wallet ranking system with spam detection.
- **Social BI:** Engineered a social listening platform for real-time sentiment analysis, viral trend detection, and AI-driven content generation.
- **R&D:** Led Prompt Engineering R&D to optimize model outputs and reduce hallucination rates.

## Kanda Idea

Backend Developer & DevOps Engineer

Tehran, Iran  
Jan 2023 – Jan 2024

- **CI/CD Pipeline:** Orchestrated containerized deployment workflows using Docker and Nginx, establishing a robust CI/CD pipeline.
- **Navigation Backend:** Engineered a scalable location-based service using Django, handling geospatial queries and routing logic for a traffic navigation application.

## Gnadam

iOS Software Developer (Promoted from Intern)

Tehran, Iran  
Apr 2021 – Jun 2022

- **FinTech Application:** Developed a Stock Market tracking application in Swift, implementing real-time data visualization and API integrations for financial metrics.
- **Data Persistence:** Architected the local database layer using CoreData to ensure offline functionality.
- **Native Weather App (Internship):** Built a responsive Weather application using Swift and Auto Layout; mastered concurrency by implementing asynchronous networking layers.

## Research Experience

---

- Research Assistant, Cortical orientation selectivity model survey, under supervision of Prof. Peivandi
- Research Assistant, Auto-encoder based GAN for medical images, under supervision of Prof. Vaezi
- Research Assistant, Implementation of Taproot, under supervision of Prof. Tefagh

## Skills

---

- **Programming:** Python, TypeScript, JavaScript, SQL, Bash/Shell, Swift, HTML5, CSS3
- **Backend:** Django, DRF, WebSockets, Celery, Redis, PostgreSQL, Pytest, Swagger, Microservices, OAuth2/JWT
- **Frontend:** React.js, Tailwind CSS, Vite
- **DevOps:** Docker, Kubernetes, Nginx, CI/CD, Linux Administration
- **AI/ML:** LLM Integration, RAG, Vector Databases, Stable Diffusion, LoRA, PyTorch, TensorFlow, OpenAI API, Whisper, OpenCV
- **Tools & Web3:** Git, Postman, TON Network, Smart Contracts
- **Languages & Interests:** Persian (Native), English (Fluent) | Holder of Commercial Pilot License