

Jalal Matar

FULL-STACK DEVELOPER / AI-ACCELERATED DELIVERY

I turn ambiguous problems into production systems across web, mobile, commerce, applied AI, and industrial automation.

BEIRUT, LEBANON / REMOTE-FIRST / OPEN TO MENA RELOCATION

EMAIL PHONE PORTFOLIO GITHUB LINKEDIN

01 / PROFILE

Systems-minded engineer who learns unfamiliar domains quickly, defines clear boundaries, and owns delivery from architecture through production validation.

02 / CORE SYSTEMS

WEB

Next.js, React, TypeScript, APIs

MOBILE

React Native, Expo, iOS, Android

APPLIED AI

Agents, tools, evaluation, sandboxes

COMMERCE

Shopify, Square, payments, attribution

DATA

PostgreSQL, BigQuery, Supabase, Parse

PHYSICAL

IoT, PLC/HMI, embedded integration

03 / LANGUAGES

Arabic Native

English Fluent

04 / EXPERIENCE

JUL 2026 - PRESENT / INDEPENDENT PRODUCT

Founder & Full-Stack AI Developer

AEYORA

Own product architecture and production delivery for a Shopify-native first-party analytics and AI analysis platform published on the Shopify App Store. Built the embedded app, tracking pipeline, governed AI tools, tenant controls, billing, and deployment.

SEP 2024 - PRESENT / PART-TIME

Founder & Technical Lead

JAMA3ETNA

Lead technical direction and delivery across an 18-member cross-functional team building a community, professional-networking, and learning ecosystem for web, iOS, and Android. Own integration across identity, commerce, learning, and certificate workflows.

2022 - 2026 / PROJECT-BASED

Full-Stack & AI Consultant

INDEPENDENT PRACTICE

Designed, integrated, validated, and shipped client systems across operations, commerce, conversational AI, enterprise integrations, and cross-platform delivery. Selected work includes OMAR, Jackvara, South.ST, and a governed meeting-ingestion system.

AUG 2022 - NOV 2025 / FULL-TIME

R&D Associate / Lead Project Engineer

FLO-SMART BEVERAGE SOLUTIONS

Connected digital ordering, operational software, IoT sensors, embedded controllers, and PLC/HMI logic into commissioned beverage-machine workflows. Built diagnostics and integration layers that contributed to a documented 20% operational-efficiency improvement.

05 / EDUCATION

RMIT University

Electrical, Electronics & Communications Engineering background

06 / HOW I DELIVER

01 **Learn**02 **Architect**03 **Build**04 **Validate**05 **Ship**

07 / TECHNICAL RANGE

PRODUCT

Next.js, React, TypeScript, React Native, Expo

BACKEND

Node.js, Express, Python, FastAPI, Prisma

DATA

PostgreSQL, BigQuery, Supabase, Parse

AI

LangChain, governed tools, evaluation, OCR

COMMERCE

Shopify, Stripe, PayPal, Square

OPERATIONS

Docker, Railway, IoT, PLC/HMI, sensors

08 / SELECTED SYSTEMS

01 Aeyora

COMMERCE + APPLIED AI / LIVE SHOPIFY PRODUCT

A merchant-scoped analytics product that converts first-party customer journeys into governed, plain-English analysis without exposing raw query access to the merchant or model.

TENANT BINDING

QUERY GUARDS

BILLING

TESTS

02 Jama3etna

COMMUNITY + LEARNING / TECHNICAL LEADERSHIP

A multi-platform ecosystem spanning shared identity, networking, learning commerce, enrolment, progress, payouts, and certificate governance across mobile and web.

SSO

MOBILE + WEB

PAYMENTS

RLS

03 Flo-Smart

INDUSTRIAL AUTOMATION / PRODUCTION INTEGRATION

A production integration layer connecting paid digital orders to physical beverage-machine execution, operator diagnostics, sensor feedback, and recoverable machine states.

SQUARE

IOT

PLC / HMI

20% EFFICIENCY

09 / ADDITIONAL ENGINEERING

MEETING INGESTION

Encrypted, tested workflows across Jira, Confluence, Slack, Google, and Fireflies.

OMAR

Expo operations SaaS for recipes, schedules, inventory, sales, costing, and invoices.

COMMUNITY ALPR

Local-first camera, detection, OCR, queue, reconnect, and bounded-state pipeline.

ACCOUNTABILITY

I use AI to accelerate research, implementation, testing, and documentation. Architecture, validation, security boundaries, and production outcomes remain my responsibility.