

Reza Dadashian



Senior Software Engineer | DevOps Specialist | Immersive Web Developer

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Professional Summary

Senior Software Engineer with 12+ years of experience delivering high-performance web applications, immersive 3D platforms, and scalable DevOps infrastructures. Starting from static websites and WordPress, I've evolved into a versatile full-stack developer proficient in modern frameworks, backend architecture, automation, and cloud-based deployment. With a strong foundation in both development and infrastructure, I bring end-to-end technical leadership across complex software systems.

Deeply experienced in real-time systems, AI integrations (LLMs, TTS/STT), and WebXR/3D environments, with a proven track record of launching SaaS tools, AI-driven immersive platforms, and secure web apps for global clients.

Technical Skills

Frontend: ReactJS, Next.js, Vue.js, TypeScript, Vanilla JS, HTML5, SCSS, Tailwind, Material UI, DaisyUI, Webpack, Zustand, AJAX, jQuery, React Hook Forms, Tanstack React Query, storybook.js

Backend: Python (Django, DRF), PHP, WordPress Plugin Development, GraphQL, REST APIs, NLP, Domain Driven Design (DDD)

Databases & APIs: PostgreSQL, MySQL, SQLite, GraphQL, JSON, JWT, Cookies/LocalStorage

DevOps & Infrastructure: Docker, Git CI/CD, familiar with Kuber (k8s), Portainer, Grafana, Prometheus, cAdvisor, MinIO, NGINX, Apache, SSL, CSF Firewall, cPanel/WHM, CloudLinux, Linux containers, Linux Server Management, S3-compatible Storages

AI: GPT API, OpenAI Assistants with File Search and Functions tools, OpenAI Agents SDK, ElevenLabs TTS, Microsoft Azure STT

Other Technologies: PlayCanvas, Three.js, <model-viewer>, Blender (3D Assets), Selenium, JEST, SEO, Figma, Elementor, WebSocket

Familiar With: Angular, Node.js, React Native, AWS, MongoDB, SQL Server, Perl, C#, Machine Learning (Pandas, Seaborn, NumPy), BDD, TDD

Experience



Tech Lead – DevOps - [MeNEW](#) (Remote - Digital Menu Platform)

May 2025 – Present

A React/Next.js based SaaS application to deliver smooth, featureful and high-quality digital menu for restaurants/cafe/shops.

Helped grow MeNEW into Iran's leading digital menu system with +900 active clients (mostly restaurants and café).

Key Contributions & Achievements:

- Designed a clean, containerized architecture across multiple repositories, with a strong focus on cost-efficiency and business-focused configurations.
- Reduced database commits by 80% (from 400 commits/s to 80 commits/s on high-traffic hours) by improving multiple parts of the backend codes (for instance, sending user's visit updated_at datetime only when really needed, also bundling multiple updates into one transaction) and send atomic transactions. This led to reduce server and HA costs significantly.
- Reduced database queries by 50% on high-traffic hours using bypassing some middleware procedures that were redundant for the main domain (our app can receive traffic from one main domain *.menew.ir and two shortener domains mnew.ir and mnw.pw. One of these procedures was checking for the shortener to redirect, if exists). Leading to reduce database CPU usage. To be more specific, we were paying for 2*4 core (one standby Postgres database) with about 500 clients and now even after having around 900 clients we are using less than 2*0.5 core for each instance.
- Mentored the development team to implement GraphQL query cache on Redis on our Django app. This one single adjustment caused backend server to reduce CPU utilization from up-to 8 nodes with %300 CPU to decrease to up-to 2 nodes with %200 CPU.
- Created AI-Based multi-lingual menu translation system (MeNEW-AI-Translation) using OpenAI API.
- Led "Ordering" feature development (P2P processes = online payments + order management)
- Designed full onboarding automation (registration to menu creation)

- Migrated backend to Django 5.2 and frontend to React 19 + Next.js 15
- Got familiar with Clickup as our project management software
- Using WebSocket to make a unique experience for users by changing UI elements and data in real time

Notable Public Projects (other links are private and need access):

- <https://menew.ir/>
- <https://brand.menew.ir/>

airdec

Lead Software Engineer – [Airdec Inc.](#) / OZure (Remote – Virginia, USA)

Subsidiary Company with AI focus: [OZure](#)

Mar 2023 – May 2025

Built the core backend/frontend systems for immersive AI-driven platforms and internal business applications.

Key Contributions & Achievements:

- Product Owner of +3 applications developed by the company
- Implementing NLP and ETL process on some of the technical drawings to auto-extract project name, address, architect, engineer, etc.
- Developed the AI Immersive Platform featuring multilingual voice commands, LLM-powered avatars, and real-time 3D scene teleportation in PlayCanvas with JS
- Maintained a home-based Proxmox Dedicated Server with multiple VMs including Qdrant Vector Database server, Helix Perforce Core for 3D assets sharing, NextCloud server for file sharing, a cPanel server for staging/dev environment, a Linux backup server for projects backup and a Gitlab Server for repo maintenance.
- Other skills I obtained through the above project are Blender design, GLB file integration on web, reduce draw calls to increase FPS, 3D-file compression etc.
- Integrated OpenAI (LLMs, Whisper), ElevenLabs (TTS/STT), and Microsoft Azure Face API
- Built a small ERP system for TAB companies with reasonable UI (Sales, Accounting, Test Sheets, Reports, Financial management, etc.)
- Created VirtualMe avatar platform using Next.js, React Three Fiber, and audio processing tools
- Maintained shared auth between Django DRF and WordPress plugins

- I used GraphQL vs. REST API based on project needs (e.g., file uploads vs data queries)
- In some situations, I had to do the 3D tasks with Blender or help the design team to get started with P4V (perforce) client and tutor them on what version control is and what committing, rollback, push and update means. So, I have some experience in creating/modifying 3D objects in Blender and work with Helix products.

Notable Public Projects (other links are private and need access):

- <https://ozure.ai/>
- <https://bazaar.ozure.ai/>
- <https://immersive.shah.farm/>
- <https://tabtechinc.com/>



Senior Frontend Developer – [Reev Tech Inc.](#) (Remote – Toronto, Canada)

Jan 2021 – Jan 2023

Led development of high-performance web and plugin-based applications across multiple verticals.

Key Contributions & Achievements:

- Launched 5+ production-grade Vue.js/Vanilla JS apps
- Built custom WordPress plugins (e.g., multi-site auth, Mailchimp integrations)
- Created highly optimized ES6 module system with custom HTTP abstraction
- Developed advanced features like localStorage-based guest activity tracking, responsive Google Ads loader
- custom audio player with text following (text audio reader)

Notable Public Projects (other links are private and need access):

- <https://estimator.reev.dev/>
- <https://web.litguide.ca/>
- <https://launchpad.cashewlife.com/>
- <https://citizenshipapp.ca/>



Co-Founder / Full-Stack Developer – [MeNEU](#) (Fulltime - Digital Menu Platform)

Jun 2017 – Nov 2020

As a co-founder I helped the business with its first steps to get to the market.

Key Contributions & Achievements:

- PHP/Laravel based prototype
- I used pure JavaScript to create robust webpages and use jQuery/AJAX for more complex tasks.
- We used CSS3 as pioneers to reduce CPU usage and enhance user experience (for instance using transform translate instead of directional CSS like left or top)
- Developed windows-based software to run a service on the client's system to share and utilize any connected Printer (like thermal printers) to the system to print orders in the kitchen or any other place.
- A panel developed for customers to modify their items on the menu and changing settings like primary and secondary color etc.

Freelance Developer + Self-Learning

2011 – 2016

- Developed various websites and honed full-stack skills.

Education

MSc, Computer Engineering – Iran Industries Research Higher Education Institute

BSc, Computer Software Engineering – Qazvin Azad University

Certifications, Books and Media

CS50x – Issued Oct 2024

UX Design – Rimia Co.

HTML Developer – W3Schools

LinkedIn Verified Skills

MySQL · PHP · HTML5 · WordPress · jQuery

Hobbies

Performance Tuning (whether it's a car or a website), Gaming & Racing Simulators, Learning New Languages & Tools