

DARDAN DEMIRI

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Professional Summary

Full-stack engineer with 5+ years building React applications and Ruby on Rails systems that power content delivery, internal tooling, and customer engagement. Combines production engineering with first-hand restaurant and loyalty operations experience, enabling pragmatic, ROI-driven technical decisions. Strong mathematical foundation supporting scalable system design.

Technical Core

Languages: TypeScript, JavaScript, Ruby, Python, Java, SQL

Frameworks: React, Next.js, Ruby on Rails, Remix

Data & APIs: PostgreSQL, GraphQL, REST

Infrastructure: Vercel, AWS, Git, Github Actions (CI/CD), Headless CMS, Supabase, Railway, Shopify

Product Focus: Customer lifecycle systems, learning content authoring tools, analytics-driven UX

Experience

Software Engineer — Aira Publishing

June 2024 – Present

- Architected and shipped a custom headless commerce platform for digital and physical educational products, replacing brittle legacy workflows with a scalable React + GraphQL system.
- Designed metadata-driven product models supporting bundles, multi-format SKUs, and grade-level segmentation, materially reducing catalog maintenance effort and error rates.
- Delivered server-rendered and aggressively cached storefronts using modern React tooling, improving page load performance while constraining infrastructure spend.
- Converted curriculum and publishing requirements from non-technical stakeholders into durable data models and intuitive UI flows, shortening iteration cycles and reducing rework.

Software Engineer — Scholarly Elite Tutoring

June 2020 – June 2024

- Designed and maintained a Ruby on Rails content-authoring platform that automated the creation of client-specific tutoring materials, eliminating manual document assembly.
- Built admin tooling and configurable templates enabling educators to generate personalized learning content at scale with consistent quality.
- Replaced error-prone manual workflows with structured data models and automation, significantly reducing operational overhead.
- Drove continuous system improvement by incorporating direct educator feedback into product and technical decisions.

Co-Managing Partner — Danny's Fish & Chips

May 2019 - Present

- Co-managed daily operations of a high-volume restaurant with a long-standing repeat customer base.
 - Built first-hand understanding of customer retention, promotions, loyalty incentives, and real-world operational constraints.
 - Evaluated and adopted digital tools for marketing, operations, and customer engagement with a strict focus on ROI, reliability, and staff usability.
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Education

University of Toronto, Honours BSc — Mathematics, Statistics, Economics

2022