

# Amin Fazlali

CTO & Co-founder · AI Platform & Backend / Infrastructure Engineer

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## PROFILE

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CTO and co-founder with 12+ years architecting distributed web platforms at the 100K–1M user scale. Recent work centers on designing and shipping AI-native applications and platforms — visual search, vector embeddings, generative AI image production, and production ML behind real product surfaces. Comfortable owning the full arc of building a company: technical strategy, system architecture, product and design direction, marketing, and engineering leadership. Deep expertise across Python/Django, FastAPI, Node.js, polyglot data stores, event-driven systems, and self-hosted infrastructure. Open-source contributor to PostHog core. Pragmatic about scaling small teams and getting production ML out the door.

## EXPERIENCE

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### CTO & Co-founder · Aparatstyle

Feb 2021 – Present

*AI-powered fashion discovery platform · prev. Deed*

- Leading a full AI-driven re-architecture of the Aparatstyle platform — rebuilding core services around AI capabilities, delivered with AI-assisted development end to end.
- Built Aparatstyle Photoshoot Studio — an AI product that generates realistic, on-model photoshoot imagery for fashion products; conceived and implemented entirely with AI.
- Architected a multi-service platform serving 100K–1M users — Django and FastAPI services communicating asynchronously over RabbitMQ, fronted by a Nuxt.js SPA.
- Built and deployed in-house image-recognition and vector-embedding services that power AI visual search, served behind FastAPI inference endpoints.
- Designed a polyglot persistence layer: PostgreSQL (transactional), MongoDB (unstructured content), Redis (cache + rate limiting), Milvus (vector similarity), and Elasticsearch (full-text discovery).
- Developed high-throughput crawlers for Instagram and e-commerce sources feeding a RabbitMQ-based ingestion pipeline into the product catalog.
- Own the company beyond engineering — technical strategy, product roadmap, UX/design direction, and go-to-market and marketing.
- Lead and mentor a small engineering team (2–5 engineers) across a multi-cloud infrastructure.

### Lead Engineer · LakLak

2+ years

*Platform for new mothers & newborns*

- Built a real-time platform on Node.js with MySQL, MongoDB, Redis pub/sub, and WebSocket for live chat and notifications between users and specialists.
- Designed the system for high-concurrency real-time messaging and reliable event delivery.

### Backend Engineer · Mojostock

1 year

*Market analysis & investment platform*

- Built a Laravel-based investment platform with real-time market-data ingestion from Yahoo Finance feeds.
- Integrated with international banking partners to execute end-to-end investment transactions — payment flows, reconciliation, and settlement.
- Designed the data model and processing layer to normalize heterogeneous financial data for analytics and portfolio tracking.

### Backend Engineer · Porseed

1–2 years

Q&A platform with specialist answers

- Developed a Laravel + Vue.js + MySQL Q&A platform with specialist-driven answer workflows, moderation tooling, and content search.

### Backend Engineer · Booket

1-2 years

Scientific e-books marketplace

- Built a Laravel + Vue.js + MySQL marketplace for scientific e-books — catalog, checkout, and digital delivery.

### Backend Engineer · Television

6-12 months

VOD platform

- Built a video-processing and VOD platform on Laravel with a vanilla JS frontend.
- Designed an FFmpeg-based transcoding pipeline orchestrated via Beanstalk job queues, producing HLS streams for adaptive playback.

## OPEN SOURCE & INFRASTRUCTURE

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### Core Contribution · PostHog

Merged PR

Open-source product analytics platform

- Diagnosed and patched a critical bug in PostHog's ClickHouse data pipeline affecting event processing in self-hosted deployments.
- PR reviewed and merged into the official PostHog repository — shipped to all downstream users.

### Self-Hosted Deployment · PostHog

Production

Aparatstyle — analytics & feature flags

- Deploy and operate a self-hosted PostHog stack on Docker Compose, powering product analytics and feature flags at 100K-1M user scale.
- Own the full lifecycle: infrastructure, upgrades, ClickHouse tuning, ingestion throughput, and data-retention policies.
- Instrumented product flows and rolled out feature flags for gradual releases and A/B experiments across web and mobile.

## TECH STACK

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**Languages** Python · JavaScript · TypeScript · PHP · Bash

**Backend** Django · FastAPI · Node.js · Laravel

**Frontend** Vue.js · Nuxt.js · React.js

**Data Stores** PostgreSQL · MySQL · MongoDB · Redis · Milvus · Elasticsearch · ClickHouse

**Messaging & RT** RabbitMQ · Beanstalk · WebSocket

**AI / ML** Vector Search · Image Recognition · Embeddings · Generative AI Imaging · Production ML

**Infra & DevOps** Docker · Docker Compose · Linux · Multi-cloud · System Design

**Observability** PostHog (self-hosted) · Feature Flags · A/B Testing

**Media** FFmpeg · HLS

## EDUCATION

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**MBA** — University of Tehran

2023 – 2025

**BSc Computer Science** — Shahid Beheshti University

2010 – 2014

## LANGUAGES & AWARDS

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**Languages** English (Fluent) · Persian (Native)

**Awards** 3rd place — ACM West Asia Championships, 2011