

Pooya Sarraf Zadeh

System Designer | CEO of Pooya Payvand | Custom Financial Business Software Developer

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Professional Summary

System designer, analyst, and developer of custom financial business software, with experience since 2008 and a practical focus since 2009 on financial business systems, inventory, sales, production, support, and reporting. My work has not been limited to coding; it has included problem discovery, module design, development, testing, training, optimization, support, product management, and delivery follow-through.

I have served as CEO of Pooya Payvand since 2021, while my main focus remains designing systems that are maintainable, extensible, and reliable in real operations.

Core Skills

C#	.NET	Microsoft SQL Server	Software Architecture
System Design	Financial Business Systems	Custom Software	Legacy System Redesign
Query Optimization	RESTful API	DevExpress	Angular
Ionic			

Professional Experience

Pooya Payvand - CEO, System Designer, and Financial Business Software Developer

Since 2010 | CEO since 2021

Development and redesign of integrated financial business systems, focused on software architecture, module design, and custom capabilities for real client needs.

- Designed and developed modules for receivables, payables, sales, purchasing, and financial business workflows
- Redesigned legacy modules and added new capabilities based on client needs
- Contributed to multi-currency accounting and multilingual financial systems
- Designed training, school registration, retail/POS, gate pass, overtime, entry/exit, production, and costing systems
- Added taxpayer reporting, SMS, and commercial books subsystems
- Prepared the web path for financial business systems by preserving the current core and connecting it to a React frontend
- Product experience across 70+ companies and 400+ active users

Financial business, inventory, sales, and after-sales systems for a manufacturing company

2009 to 2020

Staged design and development of systems that began with inventory and accounting and grew into sales, support, spare parts, and headquarters-factory coordination.

- Connected proforma invoice, inventory, dispatch, final invoice, and accounting document workflows
- Designed real-time notifications between sales office and factory for order and dispatch coordination
- Expanded the sales system to representatives and 15 warehouses in different cities
- Implemented spare parts and after-sales control with barcode, warranty, customer, and service tracking
- More than 1500 builds across accounting, inventory, sales, and after-sales systems
- Optimized slow areas, including reducing heavy list load time from about one minute to a few seconds

Professional Experience - continued

Personal economic project - in preparation

In development

An independent project that is not ready for public introduction yet, but will be presented through this website when complete.

- Focused on product design, requirement analysis, and real user experience
- Public introduction after a presentable version is ready

Selected Project Impact

Integrated sales flow	Proforma, stock, factory notification, dispatch, invoice, and accounting output connected in one operational path.
After-sales service	Barcode-based spare parts, warranty, customer, project, and inventory tracking for high-volume movement.
Factory operations	Gate pass, overtime, training, taxpayer reporting, SMS, commercial books, production, and costing subsystems.
Performance optimization	Slow lists and reports improved by reviewing data structure, query design, and real workflow requirements.
Web enablement	Current path for connecting the existing financial systems core and database to a React frontend.
Working style	Patient communication, follow-through, and focus on reducing noise so the work can move forward.

Education

M.A. in Information Technology Management - Information Systems Management

Islamic Azad University, Electronic Branch | 2013 to 2016

B.Sc. in Information Technology Engineering - Advanced Information Systems

Islamic Azad University, Parand Branch | 2006 to 2010

Collaboration Focus

Architecture consulting, legacy system redesign, MVP development, and custom software design for software ideas, small businesses, and larger companies that need reliable operational systems.