

PORTFOLIO

Selected engagements and engineering work

Explore the delivery context, the system and the work behind it.

A US hotel-intelligence company

Hospitality market intelligence / 2024 to 2026

Production data-collection infrastructure with anti-blocking, retry and proxy strategy, supported by embedded Python engineering capacity. 8M+ requests per month at reported operating scale. Marketing-site rebuild and technical discovery of inherited systems, with handover runbooks.

8M+ requests/month - Reported operating scale

Fish Frenzy

Restaurants (multi-location) / 2023 to 2026

Built the site and zip-based online-ordering path for a three-location restaurant; ordering went live December 2023 and was still live in January 2026. Search Console recorded 6.37K clicks and 174K impressions over the 16-month window from 20 June 2024; GA4 showed organic-search sessions up 154.9% and order-page views up 311.2% in the visible year-over-year comparison. Turning local search demand into a usable ordering path.

6.37K clicks / 174K impressions - 16-month window from June 2024

+154.9% organic-search sessions - Year-on-year comparison captured September 2025

+311.2% order-page views - Year-on-year comparison captured September 2025

93 Brew (a cafe we own)

Specialty coffee (own venture) / 2026

We built and launched the customer-facing website for 93 Brew, an owner-operated café we own: central menu model, per-drink pages, local-business content, technical SEO, structured content for ongoing updates. Launch collateral, Google Ads/Meta measurement and Business Profile were set up alongside the site. An operations system (POS, barista queue, inventory ledger, loyalty) exists as an internal prototype.

Live since 31 March 2026 - 2026

AdultEd Pro

Adult-education technology / 2023 to 2024

Provided paid UI/UX design and React Native / QA delivery capacity for an adult-education mobile product that went live in January 2024.

App live 22 January 2024 - January 2024

Kevin Champeny

Fine art / artist studio / 2025

From keyword cluster to production-ready editorial brief and article; branded search clicks rose 397% in the July-October 2025 window (766 clicks, 9.3% CTR).

+397% branded search clicks - July to October 2025

Click Computer

Computer retail (ecommerce) / 2024 to 2026

For a South African computer retailer we built the email infrastructure and campaigns, synced the Shopify order base to the mailing list, ran paid social with pixel tracking, and produced ongoing creative; Search Console recorded 507K impressions and 4.32K clicks in the May-September 2025 window. Traffic was paid-social-led (32K new users) with organic search at 9.4K new users in the visible GA4 snapshot.

507K impressions / 4.32K clicks - May to September 2025

135 orders synced - February 2026

CAFClean

Commercial cleaning services / 2025 to 2026

Built and ran search and paid-social campaigns, published SEO service content, and managed the Business Profile for a New Jersey commercial-cleaning company for over a year.

AI Mark Labs

Marketing agency / 2023 to 2024

Ran an embedded technical and creative delivery team for a US marketing agency through 2024 with daily huddles and weekly ROAS/dashboard reporting. Search Console clicks on the agency's own site rose from 15 to 70 per 28-day window between February and July 2024.

15 to 70 search clicks - February to July 2024

Flex Pro Grip

Consumer fitness products / 2024

Delivered a working scraping prototype within 24 hours, returning 50 of 53 records on the first pass. Placed a developer the client accepted, then referred us on to another engineering firm in writing.

Working prototype in under 24 hours - June 2024

Transcend

Wholesale distribution / 2026 / prototype

Built an order-to-purchase operations prototype (orders, price lists across portals, purchasing, supplier baskets, allocations, inventory, shipping, payments, returns, audit, role-based admin) that a UK wholesaler's seven-person team reviewed against a 59-item requirement tracker, then revised through two gap-closure waves. Demo-first discovery: working prototype before proposal.

59-item requirement tracker - February to April 2026

A retail catalog pipeline (our own engineering)

Retail ecommerce / 2022 to 2025 / internal product

A scheduled retail catalog pipeline that scrapes, normalizes, stores, and syncs price and stock data to Shopify.

Email verification and deliverability practice

n/a / 2026 / internal product

Built a self-hosted email verification engine with multi-stage DNS and SMTP checks, provider profiles, 34 reason codes and 25 output columns. Deliverability services apply that engineering experience to list quality, sending setup and reputation.

34 reason codes / 25 columns - June 2026 engineering record

Rasheed Sons

IT hardware wholesale / 2024 to 2026

Brand system and 16 months of social content for a South African computer wholesaler; early B2B search visibility (304 clicks, May-Sep 2025).

SecureMax

Security services / 2024 to 2025

Rebuilt a corporate WordPress site and trained the client's team on SEO.

Little Sicily

Restaurants (pizzeria) / 2024 to 2025

Delivered Meta campaigns, content and monthly reporting for a West Virginia restaurant in early 2024.

Our own outbound program (and two anonymized partner programs)

n/a / 2024 to 2026 / internal product

We have run cold-email programs at scale: our own H2-2025 program sent about 3.6M emails from Apollo-sourced lists and produced 247 marketing-qualified leads, which is where the sequence, verification, and deliverability playbook comes from. Built a verified 8,869-contact dataset with zero verification flags for a client pilot. Deliverability operations with DKIM/SPF/DMARC monitoring across secondary domains.

247 marketing-qualified leads - July to October 2025; about 3.6M emails sent

8,869 contacts verified, 0 flags - February to March 2026

Dubai World Trade Centre

Enterprise operations

Deployed a four-person engineering team, two full-stack and two mobile developers, to deliver an internal employee-management system in two months. The work supported smoother workflows and reduced the IT backlog.

VirtueDatasoft

IT services / Riyadh

Launched a WordPress website in five days, including domain, hosting and on-page SEO, giving the company a working digital presence.

Thai insurance-document extraction

Insurance operations / prototype

Built an AI document-extraction demonstration that captured 46 fields from a Thai insurance form with Gemini 2.5 Pro. The next-stage design mapped validation and SAP desktop entry.

Trendyol product-import extension

Ecommerce sourcing

Designed a product-import extension for Turkish ecommerce sourcing, covering product details, CSV export, translation and retry handling. Trendyol is the source marketplace.

ENGINEERING PORTFOLIO

Platforms, AI and analytics

B2B outbound system with its own verification engine

B2B sales

An outbound program run on infrastructure we own across the full sending workflow. Contacts are pulled from Apollo and pass a verification engine before any send: a commercial verifier on the 2025 program, our own Python engine from its first production run in June 2026. Mail goes out through Smartlead or Instantly from secondary domains with SPF, DKIM and DMARC set and warmed before use, on sequenced copy segmented by persona. Replies are triaged and the qualified conversations handed to a person, and a weekly deliverability report per domain shows whether authentication held as volume rose.

Verification engine in Python: DNS lookups, then multi-stage SMTP probing with provider profiles and greylisting and tarpit handling, plus SPF, DMARC, PTR and TLS signals per address

Each address gets one of four verdicts (valid, invalid, risky, unknown) with one of 34 reason codes across 25 output columns, so every classification traces back to the check that produced it, before a send rather than after a bounce

Voice agent suite across eight industries

Multi-industry

A set of telephone agents that answer, qualify and book, built once as a core and specialised per industry. Each one takes the call, works a script that branches on what the caller says, writes the outcome into the business system behind it, and hands off to a person on the cases that need one.

One conversation core, eight industry configurations over it

Inbound answering and outbound calling from the same agent definition

Business website with a content management platform behind it

Professional services

A marketing site whose content is edited by the people who own it. The public pages are a fast front end; the editing surface is a real content model with roles, drafts and a publish step, so a page change does not require a developer or a deploy.

Content model with typed fields

Draft, review and publish states with per-role permissions

Logix ERP, a logistics management system

Logistics

An operating system for a freight business: consignments from booking through delivery, the fleet and drivers assigned to them, the rates that price them, and the invoices that follow. Built from the schema up, because the parts a logistics business gets wrong are the joins between them.

Consignment lifecycle from booking to proof of delivery, with status history retained

Fleet, driver and route assignment with availability checked at assignment time

Residential compound management system

Property management

The administration of a multi-unit residential compound in one place. Units with their tenancies. The rent plus service charges that come off them. Maintenance requests from report to closure. Visitor and gate records. The office ran on paper files and a shared drive before it.

Unit register with tenancy history, so a unit's past is readable years later

Rent and service charge schedules generated per unit with an arrears view

Dar Realty, a real estate CRM platform

Real estate

A CRM shaped around how property is actually sold in the Gulf: the listing inventory on one side, the buyer and enquiry pipeline on the other, and the agent activity that connects them. Arabic and English throughout, including in the data, not only in the interface chrome.

Listing inventory with media, availability and per-listing agent ownership

Enquiry pipeline with stages, assignment and follow-up scheduling

Treasury visibility hub for multi-entity cash forecasting

Finance

A group holding several operating entities could not answer what cash it held, in which currency, on any given day without a week of collation. This pulls the balances and the committed movements into one model and projects the position forward per entity and consolidated.

Balances and movements consolidated across entities and currencies

Forward cash position projected from committed inflows and outflows

Order-to-purchase dashboard prototype for a wholesale distributor

Wholesale distribution

A prototype of the order-to-purchase loop for a wholesale distributor whose orders arrived by email and whose sales and purchasing records sat in two systems, Zoho CRM and Odoo. Customer orders come in against price lists held per sales portal, open demand is gathered into supplier baskets that track each supplier's minimum order value, orders to supplier go out, received stock is allocated to the customer orders waiting on it, and shipping, invoicing, returns and credit notes follow, with role-based permissions and an audit log across the system. Scoped for a catalogue of 3,000 to 10,000 SKUs and built as a discovery demo in two passes in 2026, the second with a partner team, then reviewed by the prospect's own team against a 59-item requirement tracker.

Customer orders entered against live stock and price lists held per sales portal, with margin per line

Supplier baskets assembled from open demand across orders, each tracking the supplier's minimum order value

HR management system with attendance and payroll

Human resources

Employee records, attendance and payroll as one system rather than three spreadsheets and a bank file. Attendance feeds the pay run directly, so the hours that were worked and the hours that are paid come from the same source.

Employee register with contracts, documents and expiry reminders

Attendance capture with shift patterns, overtime and leave accrual

Offline-first restaurant point of sale

Hospitality

A till that keeps working when the connection does not. Orders, payments and the kitchen queue run against local storage first and reconcile with the server when the link returns, because a restaurant during service cannot stop for the internet.

Local-first writes with conflict resolution on reconnect

Table, counter and takeaway order flows on the same terminal

Sagetap, B2B SaaS product design

B2B SaaS

Product design for a B2B software company: the flows, the screens and the component set behind them, delivered as a system a front-end team can build from rather than a set of pictures.

User flows mapped before screens were drawn

Component library with states, not just default renders

Document question answering over a private document set

Knowledge management

A chat surface over a company's own documents. Questions are answered from the document set rather than from the model's general knowledge, and every answer carries the passages it came from so a reader can check it.

Retrieval augmented generation over a private corpus, not a public index

Chunking and embedding pipeline rebuilt on document change

Retrieval chatbot on Azure OpenAI and Azure AI Search

Enterprise IT

The same retrieval pattern built inside Azure, for an organisation whose data was not permitted to leave its tenant. Indexing, embedding and inference all run on Azure services under the customer's own subscription.

Indexing and retrieval through Azure AI Search

Inference through Azure OpenAI inside the customer tenant

Caption generator on GPT-4o

Marketing

A tool that writes post captions from an image and a short brief, in a house voice supplied as examples rather than as adjectives. Built for a team producing a high volume of social posts against a fixed tone.

Vision input, so the caption describes the actual image

Tone carried by supplied examples rather than instruction words

Multi-source stock movement modelling

Financial markets

A model that combines price history with signals drawn from filings and news rather than from price alone. Built as a research instrument with the backtest as the deliverable, not as a trading recommendation.

Price, fundamental and text-derived features in one feature store

Regulated-source ingestion from SEC EDGAR

Semantic text analytics

Research

A pipeline that turns a large body of unstructured text into something countable: topics, entities, sentiment and the relationships between them, with the output shaped for a dashboard rather than for a notebook.

Entity extraction and normalisation across inconsistent source text

Topic modelling with a labelled taxonomy rather than bare cluster ids

DocTalk, a document conversation surface

Knowledge management

Upload a document, then ask it questions. Built for people working through long documents one at a time rather than searching a whole library, so the retrieval is scoped to the file in front of them.

Per-document session scope, so answers cannot drift to another file

Handles long documents by chunk with overlap rather than truncating

Analytics assistant over a business data set

Business intelligence

A question-answering layer over a company's own metrics: a plain-language question becomes a query against the warehouse, and the answer comes back with the numbers and the chart rather than as prose.

Natural-language question translated to SQL against a governed schema

Generated query shown alongside the answer so it can be checked

LangChain question answering bot

Knowledge management

A question answering service built on LangChain, with the retrieval chain, prompt templates and evaluation harness kept as code so a change to the prompt is reviewable in a pull request.

Retrieval chain defined in code, versioned with the repository

Prompt templates parameterised rather than pasted per environment

Telegram agent for writers

Publishing

A writing assistant that lives where the writer already is. Drafting, rewriting and research run as a Telegram conversation, with per-user state so a thread picks up where it left off.

Conversational state held per user across sessions

Draft, rewrite and summarise as distinct commands rather than one prompt

Machine learning predictions augmented with GPT-4 Vision

Applied machine learning

A conventional model handled the structured features while a vision model read the images the structured data described. The two signals were combined so the prediction used what the photograph showed as well as what the record said.

Structured model and vision model combined at the feature level

Vision output constrained to a fixed schema rather than free text

Healthcare regulations and compliance assistant

Healthcare

A question answering surface over healthcare regulation, where being confidently wrong is the failure mode that matters. Answers are grounded in the regulatory text and cite the clause, and the assistant declines rather than guesses.

Answers grounded in regulatory source text with the clause cited

Explicit refusal when the corpus does not support an answer

Meeting copilot, a SaaS assistant

B2B SaaS

A product rather than a script: meetings are transcribed, summarised into decisions and actions, and made searchable across the history, with the multi-tenant plumbing a SaaS needs behind it.

Transcription and speaker separation per meeting

Summary split into decisions, actions and open questions rather than one blob

Forex assistant

Financial markets

A conversational surface over currency market data: rates, movement over a window, and the definitions traders ask about, answered from live data rather than from the model's memory of it.

Live rate lookup through a market data API rather than model recall

Historical windows computed on request

Automated Power BI financial dashboard

Finance

A monthly finance pack that stopped being assembled by hand. The source data is pulled, transformed and refreshed on a schedule, and the report renders the current position without anyone opening a workbook.

Scheduled refresh against the accounting source, no manual export

Profit and loss, balance sheet and cash views from one model

Reporting layer across a business

Business intelligence

A reporting layer rather than a single report: a shared data model with consistent definitions, and the individual dashboards built on top of it, so two reports asking the same question return the same number.

One semantic model with metric definitions held centrally

Report set built on the shared model rather than per-report queries

Business insights dashboard in Power BI

Business intelligence

An operating view for a management team: the measures that matter, at the grain decisions are taken, with drill-through from the summary to the transactions behind it.

Summary tiles that drill through to the underlying rows

Filters that persist across pages so a question survives navigation

KPI dashboard

Business intelligence

A dashboard built around a defined set of indicators with targets attached, so a reading is against a bar rather than against nothing.

Each indicator carries its target and its trend

Period-on-period comparison in the model

Customised KPI dashboard in Power BI

Business intelligence

A KPI dashboard fitted to one organisation's own definitions rather than to a template, including the awkward measures that no standard report carries.

Metric definitions taken from the client's own policy documents

Non-standard measures implemented in DAX rather than approximated

Bicycle chain performance visualisation in R

Manufacturing

Test data from a component testing programme turned into a set of statistical graphics: distributions, wear curves and comparisons across product variants, produced as a reproducible script rather than a spreadsheet chart.

Reproducible plots generated from raw test output

Distribution and variance shown rather than averages alone

Customer segmentation dashboard

Retail

A segmentation built from behaviour rather than assumption: transaction history clustered into groups, then rendered as a dashboard where a marketer can see who is in each group and what changed since last period.

Clustering over recency, frequency and value from transaction history

Segment membership refreshed on schedule, not fixed at build

Vendor performance dashboard

Procurement

A view of suppliers against the terms they agreed to: delivery timeliness, quality returns, price variance and responsiveness, ranked so a procurement conversation starts from the record.

On-time delivery measured against the agreed date, not the revised one

Quality returns and price variance attributed per vendor

Key metrics report in Looker Studio

Business intelligence

A shared report for a team that lives in Google Workspace: connected directly to the sources they already use, scheduled to their inboxes, with no new tool to log into.

Connected to Google Analytics, Sheets and BigQuery sources directly

Scheduled email delivery to stakeholders

Power BI dashboard development

Business intelligence

Dashboard development as a delivery rather than a demo: the data model, the transformations, the measures and the report, handed over with the model documented so the client's own analyst can extend it.

Star schema modelled before any visual was placed

Transformations in Power Query rather than in the source

FURTHER DELIVERY

Specialist work and prototypes

Paid scraping and data-extraction contracts (2023 to 2024)

2023 to 2024 / client

Paid scraping and data-extraction contracts (2023-24) delivering CSV outputs with documented success/partial/failure contracts. Public engineering notes on batch product scraping and public-record extraction.

Developer, QA and data placements for US clients

2023 to 2026 / internal product

Placed and managed remote developers, QA and data roles for US clients with a documented technical screening bar (live reverse-engineering tasks, phased paid trials under NDA).

Smaller delivered engagements

2025 to 2026 / client

Google Merchant Center management for a jewellery brand until hand-over. A Semrush-based SEO audit for a design studio. An AI partnership sprint backed by a letter of intent (Stripe, Vercel and Google Cloud set-up, Gemini API). An email-infrastructure review for a partner team.

Labs prototypes

2023 to 2026 / prototype

Working surfaces on synthetic data: order intake that turns incoming emails into stock movements, quotations and an audit trail; a morning ads-ops agent that assembles the report an operator would otherwise build by hand; a spreadsheet-validation workflow.

A Canadian IT-services firm (proof of concept)

2025 to 2026 / prototype

A remote-desktop relay proof of concept: React front end, .NET and PowerShell agent, with a phased build plan and a deployment pipeline behind it. The client funded a continuation.

A trade-intelligence publisher (proof of concept)

2025 / prototype

Built and demoed an n8n automation that extracts financial data from company websites and drafts articles from it (anonymized prototype).

Additional portfolio inventory

Ship To Door / Growth

Growth portfolio work.

Yellowstone extraction / Data

Data-extraction engineering.

Sam's Club / Staples scrapers / Data

Retail data-extraction engineering.

Hamilton clerk-of-court automation / Automate

Public-record workflow automation.

Morning Ads Ops Agent / Automate

Daily advertising-operations prototype.

Automated order system / Automate

Email-to-order prototype with stock, quotation and audit-trail workflows.

93 Brew OS / Build

Internal operations prototype for Qelv's own cafe.

Excel automation / Automate

Spreadsheet-validation demonstration.

Cruise Control SEO / Growth

Local SEO workflow prototype.

Send us the bottleneck

Send the workflow, job posting or system you want to improve. We will map the best first move on one page, free.

Faizan Naghman / Founder

hello@qelv.io | qelv.io/contact

We reply within two business days. No sales call required.