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Hello, I'm

Matin Hasani.

I build systems.I automate workflows.

I specialize in designing and implementing web automation — connecting software, data, and infrastructure to streamline real-world business operations.

01 / About

Behind every great system is a clear grasp of the problem.

I'm Matin Hasani — a web automation designer and systems developer with hands-on experience in infrastructure and digital services.

Over the past five years, I have built and maintained digital services in production. Today, my focus is on process automation, systems integration, and data modeling — spanning order flows, customer lifecycle management, data processing, and operational reporting.

I work across Linux, networking, Docker, cloud, and virtualization, and bring practical experience managing CRM systems and automating sales and support workflows.

Experience

5 years in digital services & infrastructure

Education

MBA Candidate — University of Isfahan

Operations & Supply Chain Management

B.Sc. Computer Engineering (Software)

Current Focus

Web Automation Systems

Architecture, implementation & integration

02 / Core Expertise

Beyond individual tools. Seeing the whole system.

Combining software, data, and infrastructure skills to build and operate cohesive solutions.

01

Automation & Integration

Workflow Architecture

Process analysis, workflow design, and translating business rules into reliable automated operations across APIs and event-driven services.

n8n | REST API | Webhooks | JavaScript

02

Database Engineering

Data Modeling & SQL

Relational data modeling, transactional business logic, operational reporting, and connecting structured databases to automated pipelines.

PostgreSQL | SQL | Data Modeling

03

Infrastructure & Deployment

Linux, Containers & Cloud

Provisioning and maintaining runtime environments, containerizing services, managing Linux servers, networking, cloud, and virtualization.

Linux | Docker | Networking | Cloud | Virtualization

04

CRM & Business Operations

Sales & Support Systems

Managing customer lifecycles, automating sales and support pipelines, audience segmentation, and building executive reporting.

CRM | Customer Lifecycle | Reporting

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03 / Selected Projects & Experience

Experience, reflected in what I've built.

Five real-world projects and roles connecting process design, software engineering, sales, and infrastructure.

Business Automation

/ 01

Sales & Support Automation System

End-to-end operational lifecycle for a live subscription business — covering ordering, provisioning, renewals, customer balances, automated notifications, win-back campaigns, and support ticketing. Daily operations run autonomously 24/7, reducing human involvement solely to handling edge-case customer inquiries.

Role	Process Analysis, Architecture & Automation
Scope	Sales, Subscriptions, Billing & Customer Lifecycle
Status	Live in production (24/7 autonomous operation)

`n8n` `PostgreSQL` `Telegram API` `Webhooks`

01 Sales, Subscriptions & Billing

- Analyzed ordering, renewal, and support stages and codified business rules into automated workflows.
- Automated subscription provisioning and renewal via API, displaying status, quota, usage, and pending-start plans.
- Separated service tiers and states with deterministic balance-carryover rules on renewal.
- Recorded orders and payments while calculating and displaying live customer account balances.
- Verified service provisioning success prior to financial posting with idempotent records to prevent duplicate execution.
- Implemented FX-based digital service pricing with rounding rules and live tariff display.

02 CRM, Notifications & Retention

- Automated expiration reminders, usage alerts, and frictionless renewal prompts.
- Segmented direct customers vs. resellers based on account status and purchase history.
- Detected incomplete customer records and prepared eligible target lists for management review.
- Built approval-gated win-back campaigns with pre-send eligibility checks and approval expiration limits.
- Enforced deduplication controls and logged delivery states for reliable follow-up.
- Redesigned purchase/renewal copy and standardized Jalali date and time formatting.

03 Support, Integration & QA

- Built a categorized support ticket system with tracking IDs, close/reopen flows, and full audit history.
- Sent instant admin alerts, tracked daily volume, and delivered automated daily support summaries.
- Connected Telegram, service management APIs, and PostgreSQL using webhooks and scheduled jobs.
- Separated executive sales/marketing reporting routes from customer purchasing flows.
- Tested edge cases including invalid inputs, duplicate webhooks, state transitions, and Iran timezone day boundaries.

> Campaign and reporting infrastructure alone does not guarantee revenue growth; financial impact requires ongoing measurement.

Android + Responsive Web / 02

Poolnama

Native Android app and responsive Persian web panel for personal finance — with bank SMS parsing, hierarchical categories, debt tracking, and visual reports.

Poolnama unifies automated bank SMS ingestion, cross-device account synchronization, multi-level categorization and split transactions, account & debt management, and interactive charts. Powered by n8n workflows and PostgreSQL with email verification and mobile OTP login.

Platform	Native Android + Responsive Web
Status	Beta release; all current features free; payments disabled
Website	poolnamaweb.ir ↗

`Kotlin` `Jetpack Compose` `JavaScript` `PostgreSQL` `n8n` `Docker` `Caddy` `Ubuntu`

01 Transactions & Accounts

- Automatic transaction logging from financial SMS messages on Android with content filtering and server-side parsing.
- Supports multiple Iranian bank templates, Persian/Arabic numerals, deposits, withdrawals, and special formats such as checks.
- Optional user-triggered scan of today's SMS messages restricted to configured bank senders to recover missed entries.
- Manual entry, full editing of amount, timestamp, account, notes, and category, plus single and bulk deletion.
- Daily cashflow summary across all accounts and per-account breakdowns with day-by-day navigation.
- Search and multi-criteria filtering by date range, account, category, and transaction type, plus bulk categorization.
- Custom account naming, bank badge detection, SMS account matching rules, and shared-account sync between mobile and web.

02 Categories & Financial Operations

- Hierarchical parent/child categories with custom emoji selection and safe dependency checks before deletion.
- Split-amount transactions across multiple categories/subcategories with live remaining-balance validation.
- Clear separation between income/expenses and financial operations such as loans, repayments, and internal transfers.
- Internal account-to-account transfers excluded from income/expense totals in reports.
- Counterparty directory linking transactions directly to receivables and payables.

03 Debts, Receivables & Reporting

- Initial debt/receivable tracking per counterparty with live remaining balances and repayment history.
- Link or unlink repayment transactions, review settled items, and manage debt records.
- Comprehensive reports covering cash inflows/outflows, income vs. expenses, financial commitments, and uncategorized sums.
- Donut chart breakdown of categories with percentage shares and subcategory drill-downs.
- Quick ranges (Today, 7d, 30d, 365d, Persian month, custom range) calculated in Tehran timezone with Jalali calendar formatting.

04 Accounts, UX & Infrastructure

- Email sign-up/login with verification links and password recovery, plus mobile OTP login via Melipayamak patterns.
- Persistent local SMS queue with Room and background retry via WorkManager with duplicate suppression.
- n8n workflow backend paired with versioned PostgreSQL migrations, ownership checks, and transactional validation.
- Encrypted SMS payload transport over HTTPS, deployed with Docker + Caddy on Ubuntu behind ArvanCloud CDN.
- Web panel CSV/JSON export with formula-injection protection and long-ID preservation, plus automated test suites.

05 Tech Stack

- **Android:** Kotlin, Jetpack Compose, Material 3, Room, WorkManager, Coroutines, Android 6+ / API 23
- **Web:** HTML5, CSS3, JavaScript, Node.js build tooling, Responsive RTL UI
- **Backend & Automation:** n8n, PostgreSQL, PL/pgSQL, REST APIs, SMS parsing, Melipayamak OTP, Email verification
- **Infrastructure:** Docker, Caddy, Ubuntu, ArvanCloud CDN, TLS / HTTPS

Full-Stack Web Application & Workflow Automation / 03

Smart Aesthetic Clinic CRM, Financial Kardex & Automated Patient Follow-up ERP

End-to-end web application for multi-service reception, Sayadi check & deposit accounting, doctor BI dashboard, and automated Telegram follow-up bot.

Role Full-Stack Developer & Workflow Automation Architect

`JavaScript` `PostgreSQL` `n8n` `REST API` `RBAC` `Telegram Bot API`

01 Core Capabilities

- Role-Based Access Control (Doctor vs. Secretary) with PostgreSQL trigger-based session revocation on password change.
- Multi-service & split-payment billing engine supporting POS, cash, wire transfer, deposits, and Sayadi check clearance tracking.
- Unified Patient Kardex with automatic phone-based deduplication, debt filtering, and printable A4 invoices.
- Executive Financial BI Dashboard for the Doctor with period filtering and per-service revenue analytics.

- Two-step Deletion Approval Cartable preventing unauthorized removal of financial records.
- Dynamic 2-tier Service Category & Brand management with referential integrity protection.
- Automated Daily Telegram Follow-up Bot powered by a custom Jalali calendar 3-stage post-procedure matching engine.

> All screenshots above use anonymized demo data to protect patient and clinic privacy.

E-Commerce Automation / 04

Automated Price & Inventory Sync Engine

Scheduled 20-minute scraping, profit-margin pricing, and variant/stock synchronization for bartarno.com via WooCommerce REST API.

Built an automation pipeline using n8n, custom Python scripts, and PostgreSQL that scrapes supplier pricing, stock availability, and product variations, applies custom profit margins, and syncs updates to bartarno.com — specifically tuned to keep store hosting CPU/RAM usage flat and preserve storefront speed.

Role	Automation Developer & API Integration
Store	bartarno.com ↗
Cadence	Automated sync every 20 minutes
Status	Completed project (collaboration concluded)

`n8n` `Python` `PostgreSQL` `WooCommerce REST API` `Web Scraping` `Performance Tuning`

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01 Scraping, Margin Pricing & Variant Sync

- Scraped product prices, stock status, and full variations (colors and attributes) from a wholesale supplier every 20 minutes.
- Dynamically computed final retail prices by applying client-defined profit margin rules before updating WooCommerce.
- Automatically marked unavailable items and variants out-of-stock via the WooCommerce REST API.
- Maintained strict product mapping in PostgreSQL so non-wholesaler catalog items remained completely untouched.

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02 Host Resource Optimization & Reliability

- Diffed incoming supplier snapshots against PostgreSQL state to push only actual changes and eliminate redundant API writes.
- Tuned request pacing and batching specifically for the store's hosting environment, avoiding CPU/RAM spikes and protecting storefront load times.

> Per client confidentiality, the wholesale supplier's name is omitted.

Web Hosting, Servers & Colocation / 05

YoozServer (yoozserver.com)

Sales management and customer operations for web hosting, dedicated servers, and colocation services.

Served as Sales Manager from launch through closure — handling client consultation for hosting and server infrastructure, managing the official Telegram channel/account, and working hands-on with WHMCS and WHM.

Role	Sales Manager & Client Operations (launch to closure)
Status	Discontinued — ceased operations after the passing of the co-founder

`WHMCS` `WHM / cPanel` `Hosting & Servers` `Colocation` `Sales & CRM` `Telegram`

01 Responsibilities & Operations

- Managed sales for web hosting, domain registration, VPS, dedicated servers, and colocation infrastructure.
- Operated the official Telegram account for pre-sales consultation, customer inquiries, and order-to-renewal follow-ups.
- Hands-on experience with WHMCS for managing client orders, billing, tickets, and service lifecycles.
- Practical experience working with WHM / cPanel for hosting and server administration.

> YoozServer (yoozserver.com) was discontinued and is no longer online following the passing of my dear colleague and friend. In memory of the late martyr Amirsadegh Javanshiri.

Matin Hasani

WEB AUTOMATION & SYSTEMS

Web Automation Systems & Infrastructure

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