

Ashraf Emad Swaidan

Product-minded Software Developer | Operational Systems & Internal Tools

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Portfolio: ashraf-swaidan.pages.dev

PROFILE

Software developer and Computer Science graduate who builds systems for real business operations. My strongest work is best understood through the portfolio: production-style platforms that turn messy workflows into clear, usable products for sales, inventory, customers, finance, suppliers, tasks, analytics, and daily execution.

PORTFOLIO HIGHLIGHTS

Papion System - Business Operations Platform

Portfolio case study: ashraf-swaidan.pages.dev/works/papion-system

- Built a production operations system for a multi-branch event decoration and print/cut business.
- Unified sales, inventory, customers, suppliers, expenses, wallets, tasks, calendars, analytics, roles, permissions, and AI-assisted business Q&A.
- Designed workflows around real daily pressure: mixed-inventory orders, partial payments, unpaid follow-up, drafts, barcode use, branch-aware insights, supplier-linked stock, and wallet-based finance.

AkananTV Desktop - Retail Operations App

Portfolio case study: ashraf-swaidan.pages.dev/works/ak-system

- Built a local-first desktop system for a TV/electronics retail workflow.
- Centralized inventory categories, sales, customer history, supplier workflows, receipt printing, protected private mode, bilingual Arabic/English UX, and backup/restore.

Duwit - AI Goal Execution Platform

Portfolio case study: ashraf-swaidan.pages.dev/works/duwit | Live: duwit-45a37.web.app/

- Built an AI execution product that turns vague goals into phased plans, task-level coaching, quizzes, progress memory, and web/desktop delivery.
- Focused on helping users move from intention to completion instead of staying inside generic motivational chat.

Twodo - Collaborative Task App

Portfolio case study: ashraf-swaidan.pages.dev/works/twodo | Live: twodo.ashraf-swaidan-10.workers.dev/

- Built a low-friction task app around fast capture, simple project organization, invitations, collaboration, and a one-click UX mindset.

EXPERIENCE

Papion Event Decorations / Print & Cut Workshop - Operations Lead and Internal Systems Developer

Lebanon | 2020-2025

- Worked inside a real event decoration and print/cut business while studying Computer Science, eventually leading workshop operations and supporting customer-facing, production, and internal workflows.
- Identified operational friction across inventory, sales, customers, finance, suppliers, staff roles, and reporting, then designed software workflows around how the business actually worked.
- Built and iterated internal systems used in real daily operations, with a strong focus on usability, decision clarity, and reducing repeated manual work.

Independent Software Developer - Client Systems and Product Work

Lebanon | 2022-2025

- Built business tools and personal products across web and desktop, including operational dashboards, local-first apps, AI-assisted planning tools, and collaborative task workflows.
- Worked across product thinking, UI/UX, frontend implementation, backend/data structure, desktop packaging, and deployment.
- Used AI development tools as an acceleration layer for planning, implementation, review, and iteration while keeping ownership of product direction and system behavior.

SKILLS

Product and UX: Workflow analysis, internal tools, operational systems, dashboard design, business process mapping, responsive interfaces, bilingual/RTL UX, iteration-driven product refinement

Frontend: React, TypeScript, Vite, React Router, TanStack Router, TanStack Query, Tailwind CSS, shadcn/Radix UI, Framer Motion, GSAP

Backend, Data, and Desktop: Firebase, Node.js, Express, MongoDB, LowDB, SQL/NoSQL, PHP, Django, Electron, IPC architecture, local-first persistence, backup/restore, desktop packaging

Design, Media, and AI Workflow: Photoshop, Illustrator, After Effects, Premiere Pro, print/cut production workflows, Cursor, Codex, prompt architecture, AI-assisted development and review

EDUCATION

Bachelor Degree in Computer Science	Lebanese International University Lebanon Graduated late 2023
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ADDITIONAL BACKGROUND

- Practical experience in customer-facing operations, workshop leadership, business analysis, production workflows, printing systems, machine-related software, and fabrication processes.
- Comfortable moving between business needs, interface design, and engineering execution.
- Strong preference for building useful systems over decorative demos or generic technical showcases.