

HASHEM KAYYALI

CO-FOUNDER & R&D PRODUCT ENGINEER | SOFTWARE ENGINEER

Amman, Jordan | +962 78 600 9370 | hashemkayyali99@gmail.com
linkedin.com/in/hashem-kayyali-a4852a2b7 | hashemkayyali.com

PROFESSIONAL SUMMARY

Product-minded Co-Founder, R&D Product Engineer, and Software Engineer building end-to-end digital and connected products across web, desktop, mobile, automation, computer vision, and IoT. Owns work from product definition and user experience through architecture, implementation, hardware integration, testing, troubleshooting, and deployment preparation. Combines hands-on engineering with technical operations and customer-facing experience to build software and systems designed for real operating environments.

PROFESSIONAL EXPERIENCE

Co-Founder & R&D Product Engineer | Eventies

Aug 2025 - Present

Amman, Jordan

- Co-founded and lead product and engineering development for Eventies, a bilingual platform for discovering event rentals, activations, production services, and custom builds across Jordan.
- Own product requirements, bilingual UI/UX, full-stack implementation, catalog and service workflows, rental and quotation requests, custom-build inquiries, integrations, security flows, testing, and deployment preparation.
- Build and evolve the platform with Next.js, React, TypeScript, Tailwind CSS, Supabase, Cloudinary, and realtime capabilities, translating product and business requirements into structured user journeys, technical plans, features, and working releases.

Career Progression | The Terminal VR

Jan 2025 - Jul 2025

Jordan | Hybrid

PROMOTED AFTER ONE MONTH

Sales Representative

Jan 2025 - Feb 2025

Technical Operations Engineer

Feb 2025 - Jul 2025

- Started in sales, engaging customers, explaining interactive experiences, supporting purchasing decisions, and developing strong product and daily-operations knowledge.
- Promoted after one month to Technical Operations Engineer based on product knowledge, communication, and practical problem solving.
- Supported installation, configuration, networking, system integration, hardware diagnostics, software troubleshooting, maintenance, and operation of interactive technical systems.
- Later worked from a dedicated office with sole responsibility for day-to-day technical operations, including system setup, support, issue resolution, troubleshooting, and ongoing optimization.

Youth Unit Operations Team Member | Umniah

Mar 2024 - Jan 2025

Amman, Jordan | Part-time

- Promoted internet and mobile subscriptions through direct customer engagement, identified customer needs, explained available services, and recommended suitable telecommunications solutions.
- Worked toward individual and team sales targets, handled customer questions and post-sale follow-up, and collaborated with colleagues and marketing teams to support engagement and sales activities.

TECHNICAL SKILLS

LANGUAGES TypeScript, JavaScript, Dart, C#, Python, Embedded C++

WEB & FRONTEND Next.js, React, Tailwind CSS, Responsive UI, Bilingual UI / UX

MOBILE & CROSS-PLATFORM Flutter, React Native, Android Studio, Cross-Platform Development

BACKEND & DATA .NET Web API, REST APIs, Supabase, PostgreSQL, SQL, WebSocket

EMBEDDED / CONNECTED SYSTEMS ESP32, ESP32-S3, BLE, NFC, Wi-Fi, UDP, Serial Communication, Sensors, Hall Sensors, MPU6050, WS2812B, Real-Time Communication

AUTOMATION & APPLIED ENGINEERING Python, OpenCV, Computer Vision, Excel / CSV Processing, Email Automation

TOOLS / ENGINEERING Git, Vercel, KiCad

SELECTED ENGINEERING PROJECTS

UMNIAH YOUTHCONNECT

Internal operations platform for Umniah Youth Unit teams combining member workflows with role-based leader tools for availability, shift leadership, internal support, reporting, operational forms, and Excel exports. Designed and developed authentication and password-reset flows, member workflows, role-based access, the leader dashboard, reporting, and export capabilities.

TECH Flutter | Dart | Supabase

BASKET BEATS

Interactive IoT basketball system combining ESP32 sensor bases, MPU6050 hit detection, LED feedback, real-time scoring, reports, and a Flutter Windows control application. Designed the desktop application, game logic, firmware, impact detection, LED feedback, reports, and local firmware-update workflow.

TECH Flutter | Dart | ESP32 | MPU6050 | WebSocket | UDP | SQLite | WS2812B

BIKE TOWER

Interactive cycling race system connecting physical bicycles, ESP32-S3 towers, Hall sensors, LED strips, and a Flutter desktop controller. Designed race and Tug-of-War logic, local networking, diagnostics, firmware, sensor integration, and LED control.

TECH Flutter | ESP32-S3 | Hall Sensors | WebSocket | UDP | FastLED / WS2812B

THE TERMINAL NFC

NFC-enabled client-server point-of-sale system connecting staff POS workflows, NFC customer identification, account verification, client applications, API communication, and centralized transaction records. Designed the POS workflow, WPF applications, client-server architecture, API, NFC integration, and transaction flow.

TECH C# | WPF | .NET Web API | NFC | REST APIs

GLITZZ LAB

Bilingual event-service booking and operations platform with service configuration, availability checks, pricing, booking requests, customer workflows, payment handling, and an owner dashboard. Designed the product, bilingual UI/UX, booking workflows, database integration, automation, testing, and deployment.

TECH Next.js | TypeScript | Supabase | PostgreSQL | WhatsApp API

TRAFFIC FLOW ANALYTICS STUDIO

Desktop computer-vision system for detecting, tracking, counting, and analyzing vehicle movement in recorded road footage with structured reporting and annotated-video exports. Designed the interface, video-analysis tools, tracking pipeline, background processing, project storage, and CSV / Excel exports.

TECH Python | PySide6 | OpenCV | YOLOv8 | BoT-SORT

Additional R&D work: VR Cycling | Bike-Land Smart Cycling Trainer | Outreach Automation Platform

EDUCATION

Bachelor-level studies in Software Engineering

In Progress

CORE ENGINEERING STRENGTHS

End-to-End Product Engineering | Full-Stack Software Development | Cross-Platform Application Development | API & Database Integration | Hardware-Software Integration | Embedded / Connected Systems | Technical Troubleshooting | Product Requirements & User Flows | Testing & Deployment Preparation | Customer & Operational Context

PROFESSIONAL FOCUS R&D Product Engineering | Software Engineering | Full-Stack Development | Cross-Platform Software | IoT / Connected Systems | Automation | Applied Computer Vision