Aydin Kalantar

Curriculum Vitae · Product Designer & Agentic Engineer

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PROFILE

Product designer and full-stack engineer working where digital systems meet physical craft. I take products from first sketch to shipped interface and build the code behind them, so nothing gets lost between the idea and what ships. Today I design and build SaaS platforms, web and mobile apps, AI chat and voice agents and business automation, and run three live products of my own: Virtual Fashion, Catch Lead and Auto Alpha.

My path runs from oil painting and 3D animation for film in Baku, through brand, web and growth work for Los Angeles businesses, to product engineering with AI agents. Alongside it I make original natural wood veneer marquetry, cut and fitted entirely by hand. Marquetry taught me to see a whole picture as hundreds of small parts, each cut to fit its neighbors, and I bring that discipline to software.

AREAS OF PRACTICE

Product design	Research, flows, interface and interaction design, onboarding, data visualization, and the design systems that keep a product consistent as it grows.
Engineering	Full-stack product engineering: TypeScript, Next.js, React, Astro, Postgres, Stripe, Cloudflare Workers, WebSockets, webhooks, PWAs, Tailwind CSS. Security by default: role checks, two-step login, signed webhooks, encrypted keys.
Agentic engineering	AI agents that use real tools, multi-agent workflows, MCP, real-time voice agents (Gemini Live), generative image and video pipelines, and building every day with coding agents such as Claude Code.
Visual design	Graphic design, branding, layout and image-making; 3D modeling, animation and rendering; Adobe Illustrator and Photoshop.
Growth	SEO and local SEO, data-driven site migrations, Google Search Console reporting, IndexNow, Google Ads, Facebook Ads, online marketing.
Craft	Natural wood veneer marquetry: original wall art and commissions.

SELECTED PROJECTS

The Best Screen Printing · Website rebuild

2026

Design, development & SEO · Astro on Cloudflare Workers · thebestscreenprinting.com

- Replaced a quote-form WordPress site with a 585-page static site where customers browse real products, place their design, pick a deadline and pay.
- Triaged all 2,662 legacy URLs against 16 months of Search Console data into keep, 301 or 410, served by a Cloudflare Worker and verified by a check script; the 104 kept pages carry 96% of the clicks the old site earned.
- Max, the Catch Lead agent, takes orders by voice or text on every page, with designs placed and priced in the conversation.
- One source of truth for business details feeding pages, structured data and quote emails; weekly Search Console SEO report drives what gets written next.

TBSP.LA · Print shop operating system 2026

Product design & full-stack development · Next.js, Postgres, Stripe

- One system for every request, from website chats, quote forms, sales inboxes and calls, moving through quoting, payment, art, blanks, production and shipping.
- One price engine for chat, website and staff quotes: live blank costs from S&S Activewear, price grids per method, ink colors read from uploaded art, rush fees and sales tax by state.
- Gmail requests turned into priced quote drafts; automation with a person in the loop for proofs, reminders, supplier carts and follow-ups.
- Partner print shop network with work orders and Stripe payouts; designer art desk; past orders back to 2016 imported and searchable; in-app voiced training films.

Catch Lead · AI sales agent for service businesses

Product design & development · B2B SaaS, website widget + PWA · catchlead.dev

- An AI assistant that answers website visitors by chat or voice, in their language, quotes from the business's own prices, books appointments and emails the owner every lead.
- Three-step onboarding with a live preview of the assistant on the owner's own site before signup.
- One script tag rendered in a closed Shadow DOM; real-time voice over WebSocket with Gemini Live, 13 languages and 30 voices; answers grounded in knowledge read from the business's site.
- Grew into an omnichannel inbox for Instagram, WhatsApp and SMS, with bookings, Stripe deposits and review automation.

Virtual Fashion · AI apparel design studio

Product design & development · B2C SaaS, installable web app · virtualfashion.app

- A browser studio to design apparel and produce the photos and video to sell it: garment, artwork, model, scene and motion in one workspace.
- Canvas actions become structured input for the image models, so results are predictable instead of prompt-dependent; automatic logo placement and pattern tiling that follows the fabric.
- Consistent model identity across every render from a single selfie; cloud render queue with Kling and Veo video, batch mode, 2K image and 4K video exports.
- One credit system across Starter, Creator and Agency plans, top-up packs and a two-sided referral loop.

Auto Alpha · Automated trading dashboard

Product design & development · Fintech SaaS · autoalpha.trade

- Rule-based crypto strategies on a user's own exchange account, live for real money on Binance (spot and futures) and Coinbase (spot); funds never leave the exchange.
- Designed for trust: drawdown shown beside return, every hypothetical labeled, every trade shown, stopping easier than starting, plain-language risk disclosures.
- Trade-only, IP-locked API keys encrypted with AES-256, two-factor sign-in, replay-protected TradingView webhooks, exchange-side stop-losses and leverage capped at 1×.
- Backtests replay the live trading code from 2018 with fees and slippage, re-tested monthly; six strategies in ten versions with voiced explainer films.

aydinkalantar.com · Portfolio and services site 2026

Design & development · static HTML and Tailwind CSS on Cloudflare Workers · aydinkalantar.com

- Designed and built with Claude Code: case studies, services, a marquetry gallery, and a Catch Lead agent that answers visitors' questions by chat or voice.

EXPERIENCE

Product Designer & Engineer · Independent — Present
Mayfield Heights, OH

- Design and build my own products (Virtual Fashion, Catch Lead, Auto Alpha) and websites, apps, AI agents, automation, SEO and branding for businesses across the US, meeting clients in person across Cleveland.

Brand, Web & Growth · The Best Screen Printing, Signs Market — 2017 – 2020
Los Angeles, CA

- Built the whole outward-facing side of both companies: brand and graphic design, websites, web development, SEO, Google Ads, Facebook Ads and online marketing.
- One person owning all of it meant the logo, the landing page and the ad told the same story.

Founder · Relocation company and apparel decoration business
Los Angeles, CA

- Built a relocation company from scratch and gave it a strong brand from my design background.
- Trained in screen printing, learned the craft end to end, and started an apparel decoration business.

3D Artist · Film and television — 2005
Baku, Azerbaijan

- 3D modeling, animation and rendering for film and television.
- First CGI animation for a film: *The Temple's Heart*, directed by Teymur Daimi (2005).

Designer · Family printing company — 2001
Baku, Azerbaijan

- Learned Adobe Illustrator and Photoshop alongside art college and carried painting into digital work.

EDUCATION

Azerbaijan Fine Art College · Oil painting — Enrolled 2001
Baku, Azerbaijan · Mixed media studies, where I found marquetry

Kaplan · English language program, nine months — 2011
Westwood, Los Angeles, CA

Screen printing course · Three days
Los Angeles, CA

ART PRACTICE

Natural wood veneer marquetry — Since art college
Gallery: aydinkalantar.com/art

- Original wall art and commissions, cut and fitted entirely by hand from natural wood veneer, in portrait and abstract collections.
- Selected works: *Mona Lisa* (framed panel), *Jesus Christ* (shaped panel), *Bob Marley* (round panel), *Abstract Flow*.

Early work — Baku years

- Oil and charcoal figure studies, pencil sketches, photography and 3D renders, where the habit of mixing hand and computer started.