

RASHOD KORALA

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PROFESSIONAL SUMMARY

Full Stack Engineer and Technical Product Lead with expertise in designing, building, and delivering complex digital solutions across web, mobile, and cloud platforms. Deep proficiency in React, TypeScript, Node.js, and PostgreSQL, with a strong background in RESTful API architecture and AI-integrated workflows. Experienced in leading cross-functional product teams, driving end-to-end development from concept through scalable deployment, and translating complex requirements into polished, high-impact digital experiences.

PROFESSIONAL COMPETENCY

- Full Stack Engineering
- Technical Product Leadership
- System Architecture
- Cross-Functional Collaboration
- Project Management
- AI Workflow Automation
- Product Discovery & Iteration
- UI/UX Systems Design
- Client Delivery Management

PROFESSIONAL EXPERIENCE

Product Design Consultant — [Fyynd Fit](#)

January 2026 — Present

Remote — Part-Time

- Redesigned navigation architecture across mobile app and website, reducing user friction and simplifying core user flows.
- Overhauled the visual design system to create a cohesive, readable interface across app and web platforms, improving brand consistency.
- Improved data visualisation and layout to make complex information more scannable, improving user comprehension and driving higher conversion on key actions.

Co-Founder & Engineering Team Lead — [AetherLabs](#)

June 2025 — Present

St. John's, NL

- Architected and led end-to-end development of a back-office platform enabling independent artists to manage inventory, documentation, provenance, and business workflows.
- Drove product-market fit through customer discovery, cold outreach, and user interviews with artists, galleries, and museums, iterating rapidly on direct feedback.
- Scaled the platform to support a growing user base of **30,000+** artists across Canada through robust, secure, and maintainable software architecture.
- Implemented NFC-embedded certificate-of-authenticity workflows and AI-assisted document extraction to automate core artist operations.

Technical Product Engineer & Co-Founder — [R&D Creative Agency](#)

March 2025 — Present

St. John's, NL

- Led the development of multiple web projects for clients across multiple sectors, overseeing full-cycle delivery from brief to production-ready digital products.
- Leveraged AI tooling including Claude Code and OpenAI Codex to automate development workflows and accelerate delivery of complete production websites.
- Designed and implemented RESTful APIs and third-party service integrations to extend platform functionality for clients including Rob Roy, Konfusion, and MOOV.
- Applied UI/UX principles to improve live products, enhancing user experience, engagement, and conversion across client platforms.

Technical Associate — Paradies Lagardère, St. John's International Airport

June 2022 — Present

St. John's, NL — Part-Time

- Managed POS systems and transaction workflows, maintaining operational reliability and efficiency across daily retail operations.
- Analysed product performance and sales data to inform stocking and merchandising decisions, contributing to a **30%** increase in sales for underperforming product lines.

PROJECTS

Transcript Processing Pipeline | *TypeScript, Node.js, Anthropic API*

[Case Study](#)

AI-powered pipeline that transforms meeting transcripts into structured CRM data using a three-tier confidence taxonomy and RESTful ingestion services.

MOOV Shopify Storefront | *Shopify, Liquid, CSS, JavaScript*

In Development

Dark-themed Shopify storefront with a custom design system, responsive UI, and cross-browser-optimised HTML5/CSS3 for a smart alarm product launch.

Fyynd Fit — App & Website Redesign | *Figma*

fyndfit.com

Redesigned the mobile app and website experience, overhauling navigation architecture, visual design system, and data visualisation to improve usability and interface cohesion.

AetherLabs — Back Office Platform for Independent Artists

[Case Study](#)

Next.js, TypeScript, Supabase, PostgreSQL

Comprehensive platform for artist business operations including inventory, provenance management, NFC-embedded COA workflows, CRM, and invoicing.

EDUCATION

Memorial University of Newfoundland, St. John's, NL

2025

Bachelor of Science in Computer Science; Minor in Business Administration

CERTIFICATES

- AWS Cloud Practitioner *In Progress*
- Google IT Support *November 2025*
- Meta Front-End Developer *October 2025*
- Master Java Comprehensive Developer *2018*

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Java, HTML5, CSS3

Frameworks & Libraries: React, Next.js, React Native, Node.js, Express, AngularJS

Databases: PostgreSQL, Supabase

Cloud Platforms: AWS, Azure, OpenShift

Tools & Platforms: Docker, Git, Figma, Shopify, Cursor, Claude Code, OpenAI Codex, Maven

Concepts: REST APIs, AI Automation, MCP Integrations, CI/CD, Microservices, Web Security