Adel Alsultan

Product Engineer | Mobile | AI | Growth Systems

Riyadh, Saudi Arabia | 0598130702 | adelalsultan647@gmail.com | LinkedIn | GitHub

PROFESSIONAL SUMMARY

Product Engineer with 4+ years of hands-on experience building and improving mobile, web, CRM, analytics, and growth systems across FoodTech, recruitment services, SaaS, and e-commerce. Combines Flutter and React delivery with business analysis, product operations, AI-assisted workflows, and commercial judgment. Contributed to products serving 10,000+ customers and built systems supporting approximately 100 daily orders, 10,500 CRM records, and 800,000+ SAR in e-commerce revenue.

CORE SKILLS

Product Engineering: Flutter, Dart, React, Next.js, TypeScript, REST APIs, Firebase, Supabase, PostgreSQL

AI and Automation: LLM integrations, structured data extraction, translation workflows, n8n, CRM automation

Product and Delivery: requirements, prioritization, Agile delivery, analytics, stakeholder coordination, experimentation

Growth Systems: GA4, GTM, Meta Pixel, conversion tracking, funnels, SEO, paid acquisition

PROFESSIONAL EXPERIENCE

Product Engineer | LaHant FoodTech Pickup Platform

03/2025 - Present

- Built and supported mobile product workflows for a platform serving more than 10,000 customers and processing approximately 100 daily orders.
- Architected and delivered the store application in Flutter and Dart, including real-time order lifecycle management, pickup-readiness signals, customer-arrival notifications, and Firebase integrations.
- Built a React and TypeScript operations dashboard with role-based access and automated Excel exports, saving an estimated five or more hours of manual reporting each week.
- Worked across engineering, operations, product decisions, analytics, and customer growth to improve the end-to-end pickup experience.

CRM and Digital Transformation Specialist | Al-Tamimi Employment Agency

04/2023 - 02/2025

- Designed and built a CRM and lead-management system covering approximately 10,500 customer and candidate records, replacing fragmented spreadsheet and manual follow-up workflows.
- Developed the company website and connected inquiry forms directly to the CRM to centralize lead capture, qualification, follow-ups, requests, and placement records.
- Combined requirements gathering, workflow design, SEO, analytics, and reporting across multiple lead sources to improve operational visibility.

Founder and E-Commerce Operator | Cavalry Apparel

03/2018 - 02/2023

- Founded and grew a Saudi e-commerce apparel brand that generated more than 800,000 SAR in revenue.
- Owned storefront, product, supplier, inventory, campaign, analytics, and customer-experience decisions across Shopify, Salla, and WordPress.
- Used funnel and campaign data to improve landing pages, offers, product positioning, checkout flow, and acquisition performance.

SELECTED PRODUCTS AND PROJECTS

Founder and Product Builder | Sofra Menu SaaS

Product

- Built a bilingual digital menu SaaS for restaurants and cafes, covering QR menus, item and price management, scheduled offers, branches, analytics, and mobile-first Arabic and English experiences.
- Implemented AI-assisted menu import from PDFs and images and translation based on the customer's device language.
- Product: https://www.so-fra.com/

CERTIFICATIONS

- Project Management Professional (PMP) - active
- Entry Certificate in Business Analysis (ECBA)
- Microsoft Certified: Power BI Data Analyst Associate (PL-300) - active
- Certified Digital Marketing Professional (CDMP)

EDUCATION

- Diploma in Computer Science, King Faisal University
- Bachelor's Degree in English, King Saud University