SELECTED WORK

Websites, web apps and AI tools

for small businesses and startups

10+ years
building web products, from startup founder to senior engineer

MSc, Computer Science
4 peer-reviewed papers on optimization algorithms

AWS Certified
Solutions Architect

Plan, test, ship
written plan, small steps you can test, fixed price



Pooya Nikbakht

Senior Full-Stack & AI Engineer
Toronto, Canada

All projects and videos: pooya.website/work

Contact: pooya.website/contact

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messy test leads passed in the AI lead-to-CRM pipeline, measured in testing (p. 3)

47.0 MB → 567 KB
home page weight of a slow WordPress site, measured (p. 11)

62 → 96
mobile performance score, same site, no rebuild, measured (p. 11)

AI AUTOMATION AND TOOLS

Lead-to-CRM pipeline 3
Leads scored, saved to your CRM, answered

AI operations agent 4
Prepares replies and changes, you approve

Booking and customer assistants 5
Answer on chat and email, ask you first

Website support bot 6
Answers from your documents, books visits

Paperwork, search, workflows 7
Invoices, product search, multi-step jobs

BOOKING AND ORDERING SITES

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Online booking, deposits, reminders

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Pickup orders and instant itemised quotes

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More projects at pooya.website/work → Bakery website · Coffee roaster website · Owner dashboards · AI video workspace · My own site

AI AUTOMATION

New leads scored, saved and answered

- Leads from your form or email are tidied, and a repeat within 24 hours is skipped.
- AI marks each lead hot, warm, cold or spam, and saves it to your CRM with a deal.
- Hot leads get an instant reply and a Call now alert. Unsure? You decide in one tap.

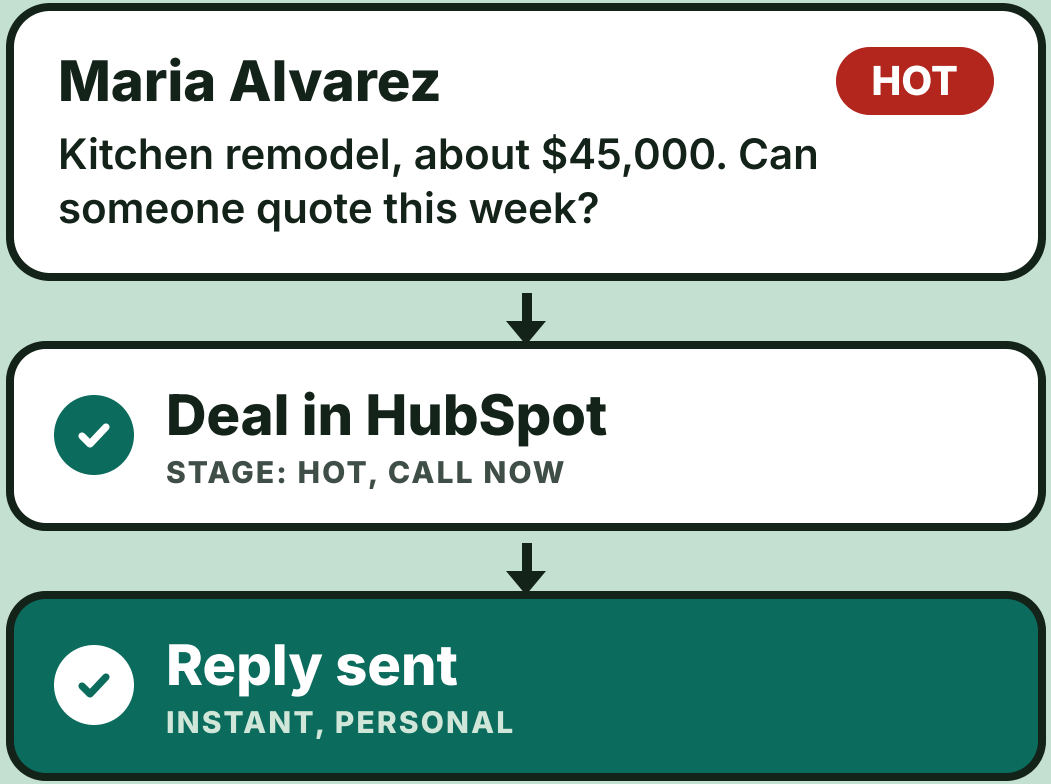
12 of 12

MEASURED IN TESTING

messy test leads passed: 20 of 20 checks, 0 failed n8n runs

pooya.website/work/lead-to-crm

n8n · Claude API · HubSpot · Telegram · Google Sheets



US$0.00035
AI cost per lead, measured in testing

~13 h / month
saved for 100 leads at 8 min each (estimate)

A lead pipeline for a home renovation business. Numbers come from local test runs; the Telegram buttons and Gmail inbox were not part of them.

AI AGENT

Requests handled, you approve

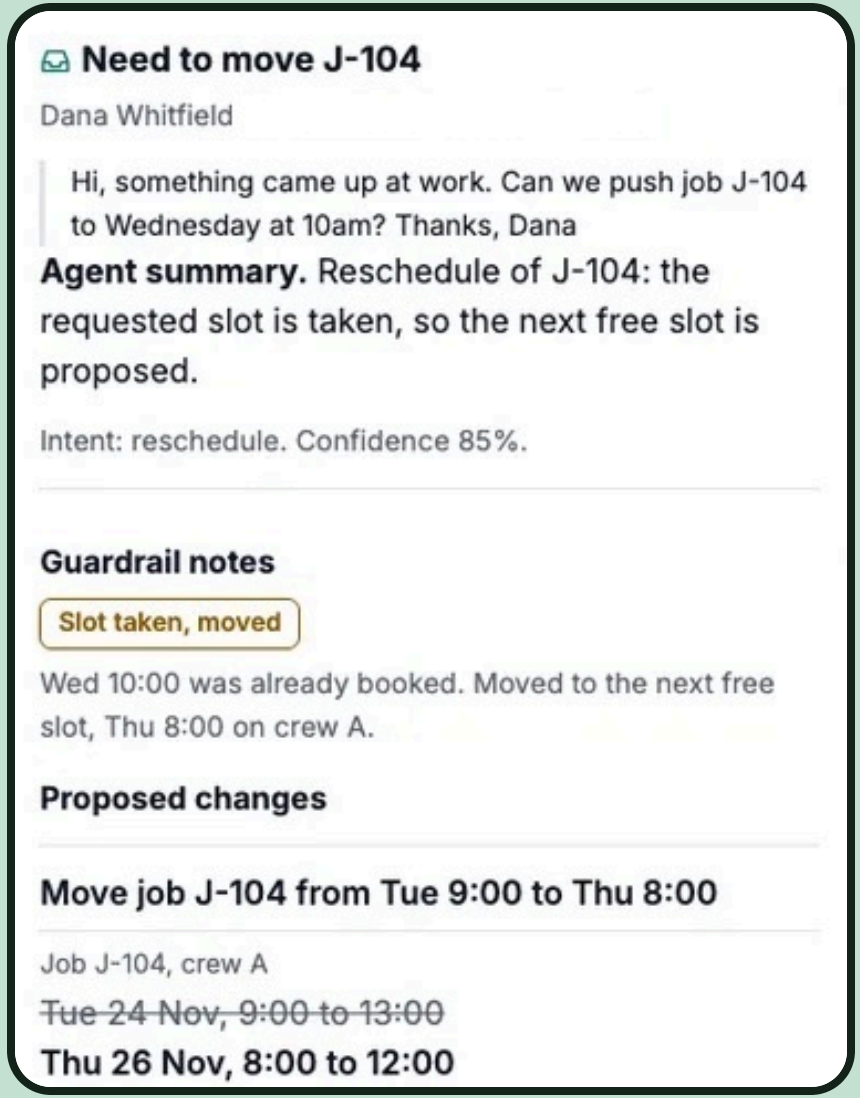
- Reads each email or web form: a quote, a booking change, a complaint or a question.
- Checks your price list, calendar, CRM and job sheet, then drafts the reply and each change.
- Nothing is sent or changed until you approve, edit or reject it.

SAFETY RULES IN CODE, NOT IN THE AI'S INSTRUCTIONS

- **Quotes stay within the price list**
- **A taken slot is never booked twice**
- **Refunds above a limit need you**
- **Trick emails are flagged**

pooya.website/work/ai-operations-agent

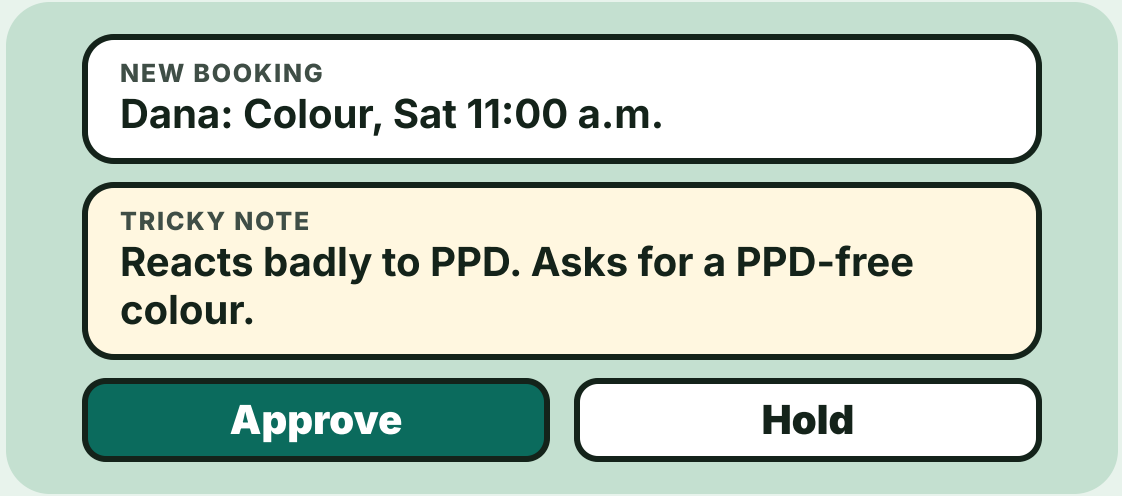
Next.js · TypeScript · Cloudflare Workers, D1, Workers AI · Claude API

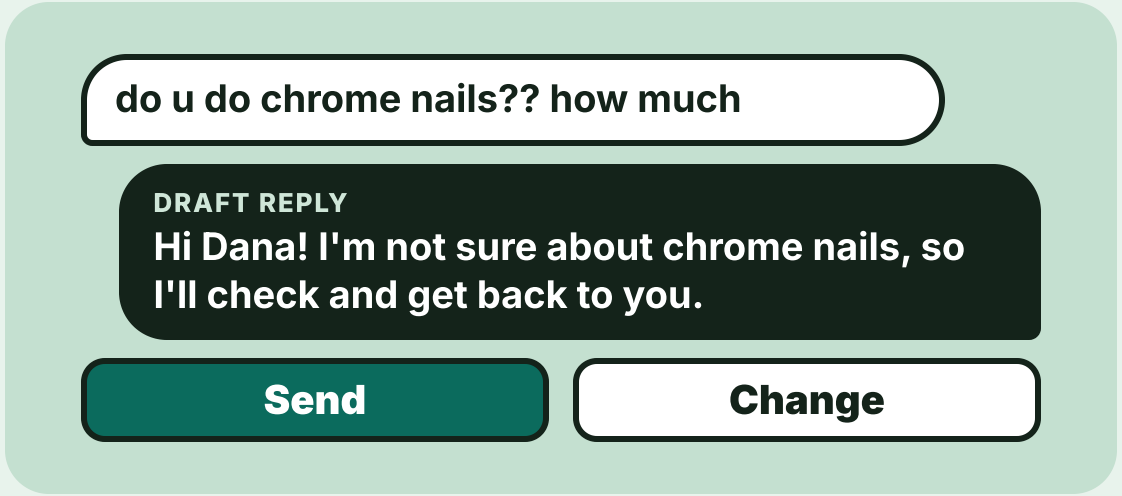


Waits for the owner

AI ASSISTANTS

Customers answered, you stay in charge





Booking assistant (n8n)

- Reads each booking, replies in the customer's language, adds it to the calendar.
- Allergy, upset tone or special request? It asks you first. Hold sends nothing.

US$0.0002 AI cost per booking, measured in testing on 12 messy hair salon bookings

pooya.website/work/booking-assistant · n8n, Claude API, Google Calendar

Customer assistant (chat)

- Answers in your voice, only from your sheet: hours, prices, services and FAQ.
- Not sure? You get a draft to send. Bookings use real free times, one tap to approve.

22 tests cover the decision rules. About US$0.0006 AI cost per answer in nail studio testing

pooya.website/work/customer-assistant · n8n, Claude API, Telegram

AI SUPPORT BOT

Your documents, answered by chat

- One line installs it on Shopify, WordPress, Webflow, Squarespace or a custom site.
- Answers only from your documents, names the page and shows the exact passage.
- Books visits at real open times. Unsure? It offers Talk to a human.

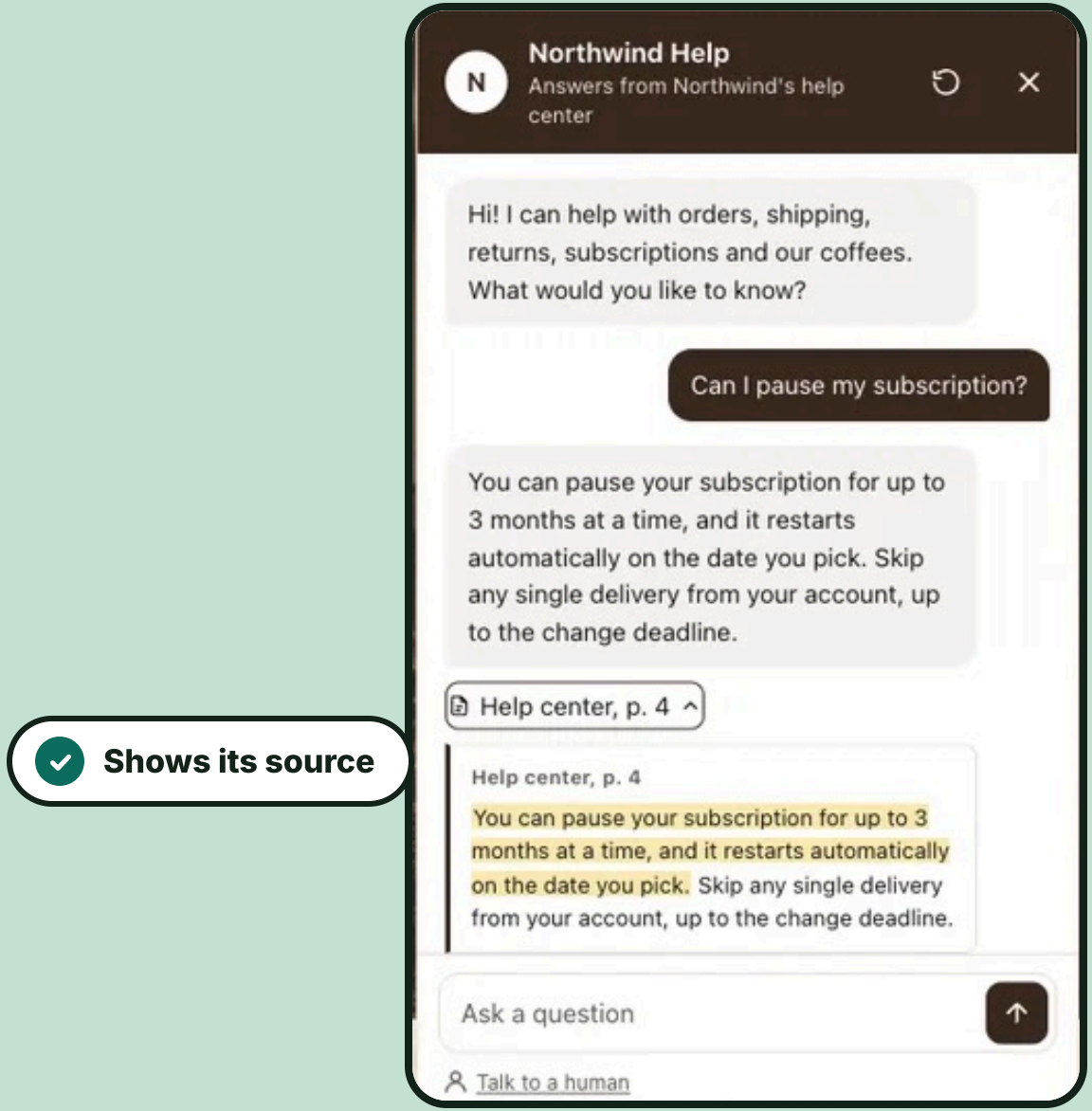
~10 KB

WIDGET SIZE

so your pages stay fast. Claude or OpenAI, with usage limits and a fallback mode.

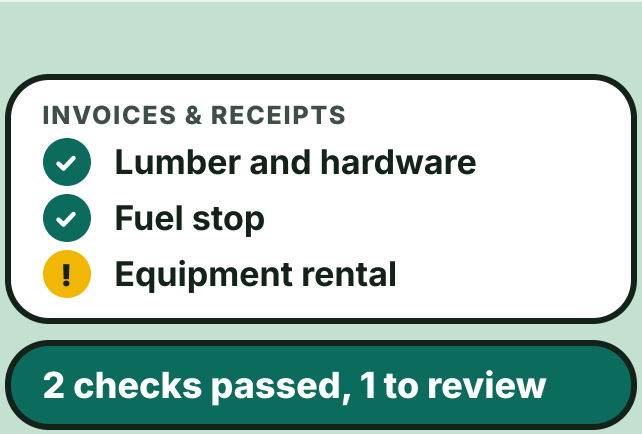
pooya.website/work/docs-chat

Python FastAPI · TypeScript widget · Next.js · Claude and OpenAI



MORE AI TOOLS

Paperwork, search and multi-step jobs

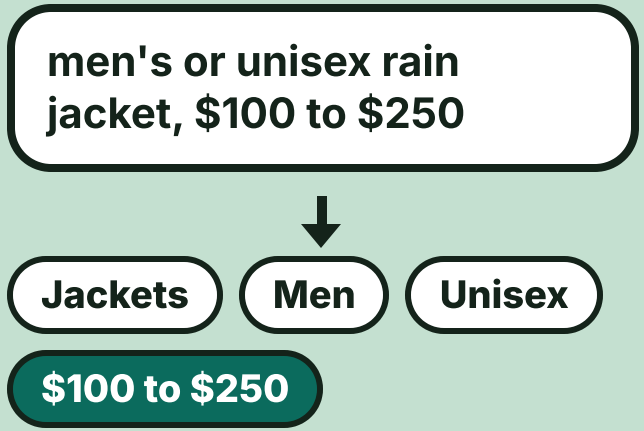


Paperwork AI

- Reads up to 50 invoices or receipts at once, with a Source for every value.
- Checks maths, taxes, dates and duplicates. Exports to Excel or CSV.

4 of 4 planted problems caught, no false alarms (offline test mode)

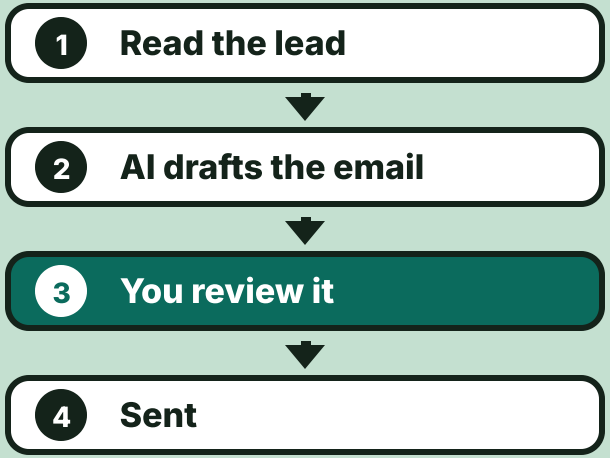
pooya.website/work/paperwork-ai



Smart product search

- Shoppers type what they want in plain English. It becomes filters they can edit.
- Claude or OpenAI, plus an offline mode, with evals.

pooya.website/work/shop-search



Workflow runner

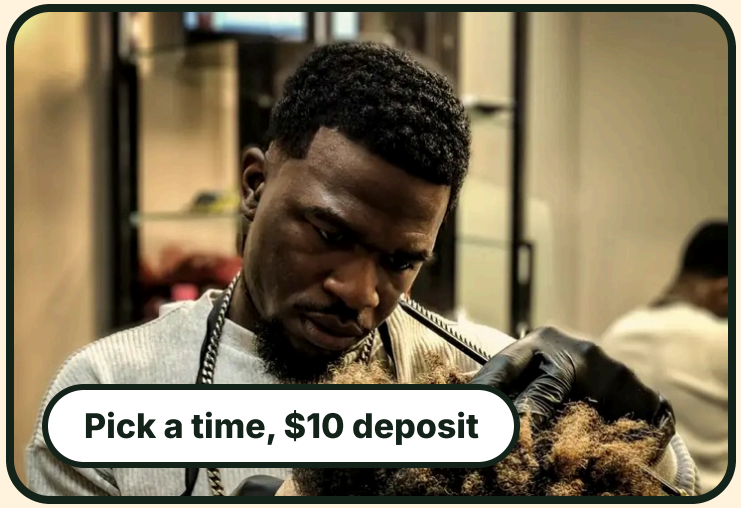
- Multi-step AI jobs, such as lead outreach and ticket triage.
- Failed steps retry, nothing is sent twice, and a person approves each draft.

66 tests FastAPI API and worker, Next.js frontend, Claude

pooya.website/work/workflow-runner

BOOKING WEBSITES

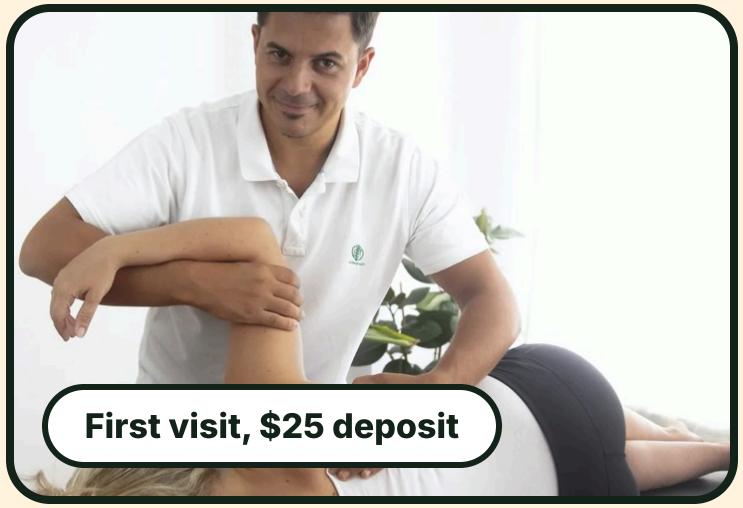
Customers book at 11 p.m., not during your rush



Booking site for a barbershop

- Pick a barber or First available. No double bookings.
- $10 card deposit, refunded if cancelled 24 hours ahead.
- Email and text reminders, a walk-in wait board and an owner calendar.

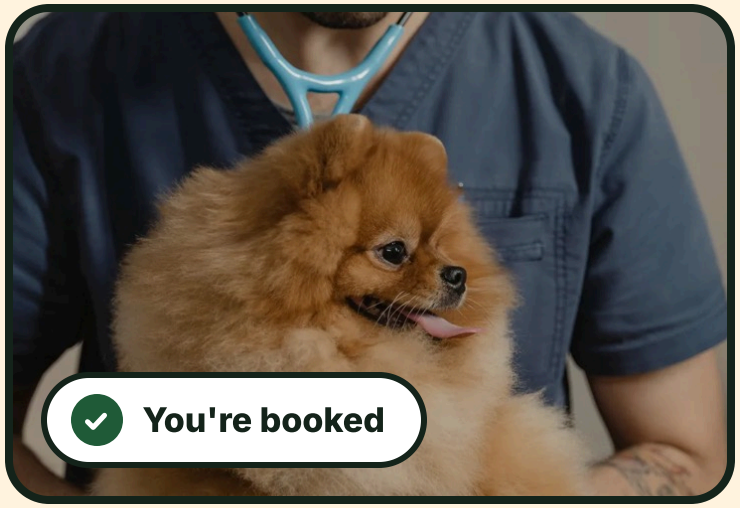
pooya.website/work/kingsway-cuts



Booking site for a physio clinic

- Booking by appointment type and practitioner.
- Online health form before the visit, with a body-area picker and pain scale.
- The clinic edits the questions itself.

pooya.website/work/harbourview-physio



Booking site for a vet clinic

- Booking by pet, so owners only see fitting vets and visits.
- Pet records with vaccine history.
- Reminder 14 days before a vaccine is due, with one-tap booking.

pooya.website/work/maple-paws-vet

RESTAURANT ORDERING

Only paid orders reach the kitchen

- Customers order on a phone or a kiosk and pay in cash or Mobile Money (MoMo).
- The cashier types or scans the order code, confirms payment, and it goes to the kitchen.
- Loyalty points: 5% back, held until payment, oldest used first, expire after 90 days.

FOUR SCREENS, ONE SYSTEM

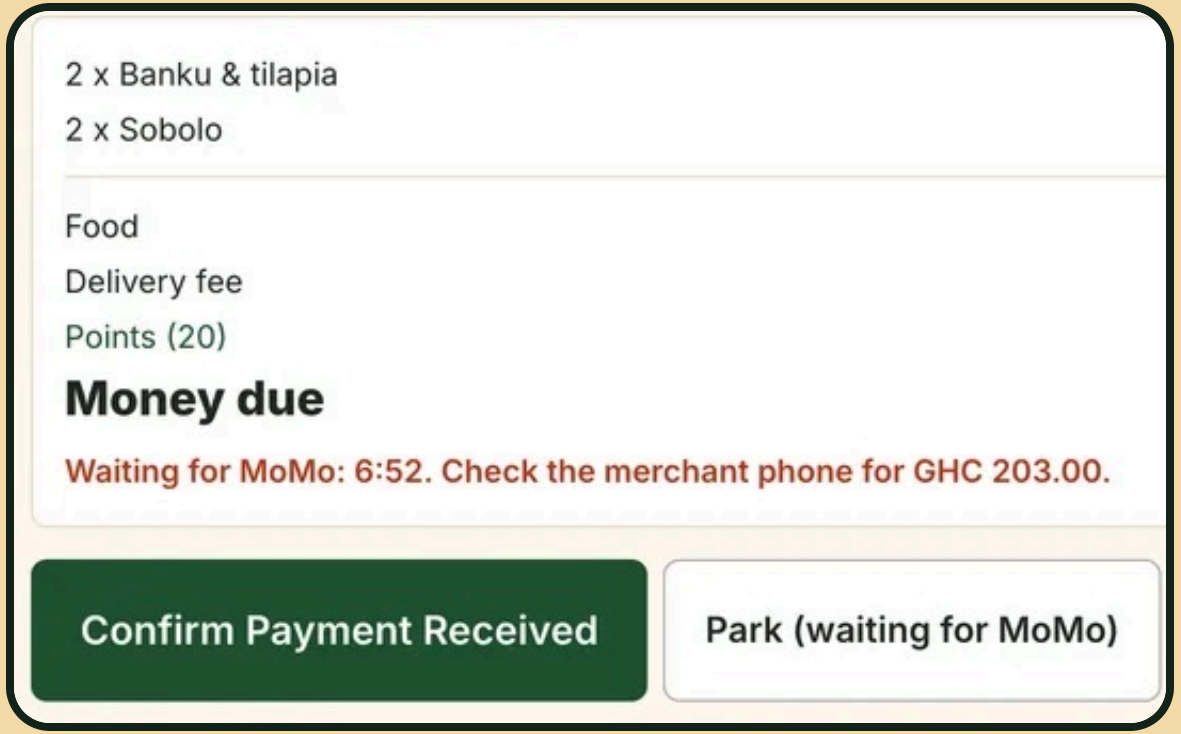
Phone · Kiosk · Cashier (POS) · Kitchen

pooya.website/work/jollof-house-ordering

Built for restaurants in Accra · Next.js · TypeScript · Cloudflare Workers, D1

Pooya Nikbakht · Selected work

Cashier screen: confirm, then cook





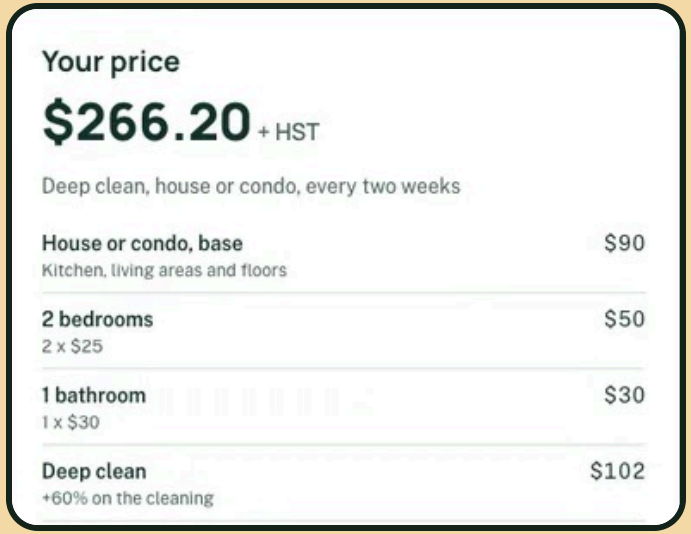
← Kitchen: paid orders only

ORDERING AND QUOTES

Pickup orders and quotes, no phone tag







Ordering site for a coffee chain

- Choose a café, size, milk and extras, with a live price and real pickup times.
- Pay by card on Stripe or at pickup, no commission app. A kitchen screen sends Ready.

pooya.website/work/northwind-coffee-ordering

Quote site for a cleaning business

- An itemised price that updates as customers choose, with taxes shown separately.
- Optional AI photo analysis fills the form; the price still comes from your list.

pooya.website/work/brightside-cleaning-quotes

WEBSITE FIX

Slow website? Fixed, not rebuilt

- Same theme and page builder, so editing works exactly as before.
- Photos resized, 6 unused plugins removed, seven font families cut to two.
- Back on Google, and the broken cake order form works again.

ALSO MEASURED, SAME PAGES

49 → 99 desktop performance score, home page

100 Accessibility and Best Practices on every measured page

pooya.website/work/site-rescue

WordPress · PHP · Docker · Lighthouse

Pooya Nikbakht · Selected work

HOME PAGE WEIGHT (MEASURED)

~~47.0 MB~~ → 567 KB

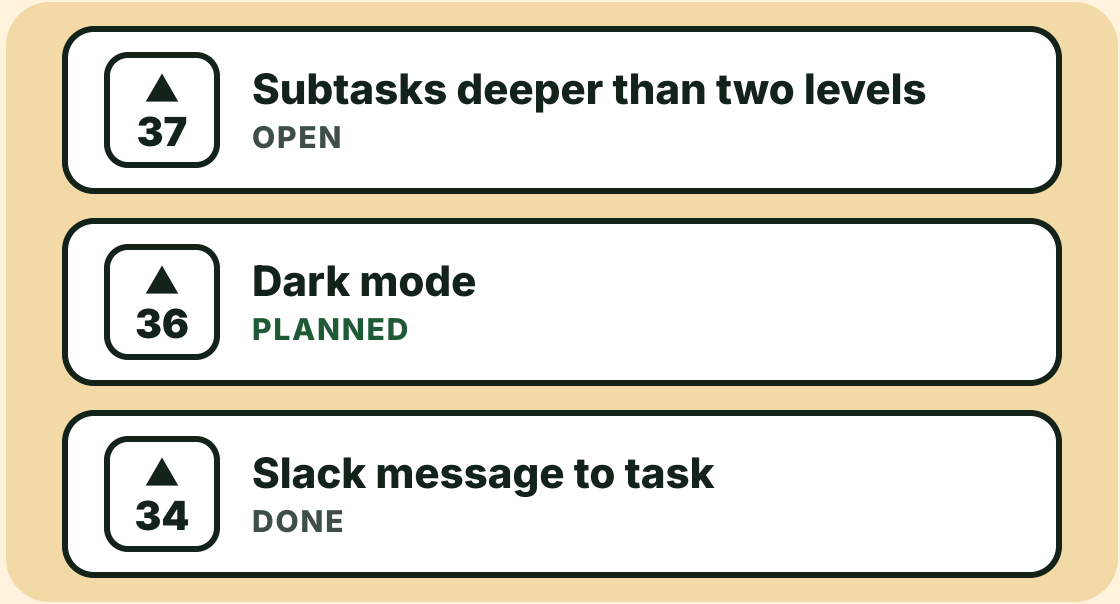
MOBILE PERFORMANCE SCORE (MEASURED)

~~62~~ → 96

A WordPress bakery site I sped up. Lab numbers (Lighthouse, median of three runs), not visitor data.

WEB APPS

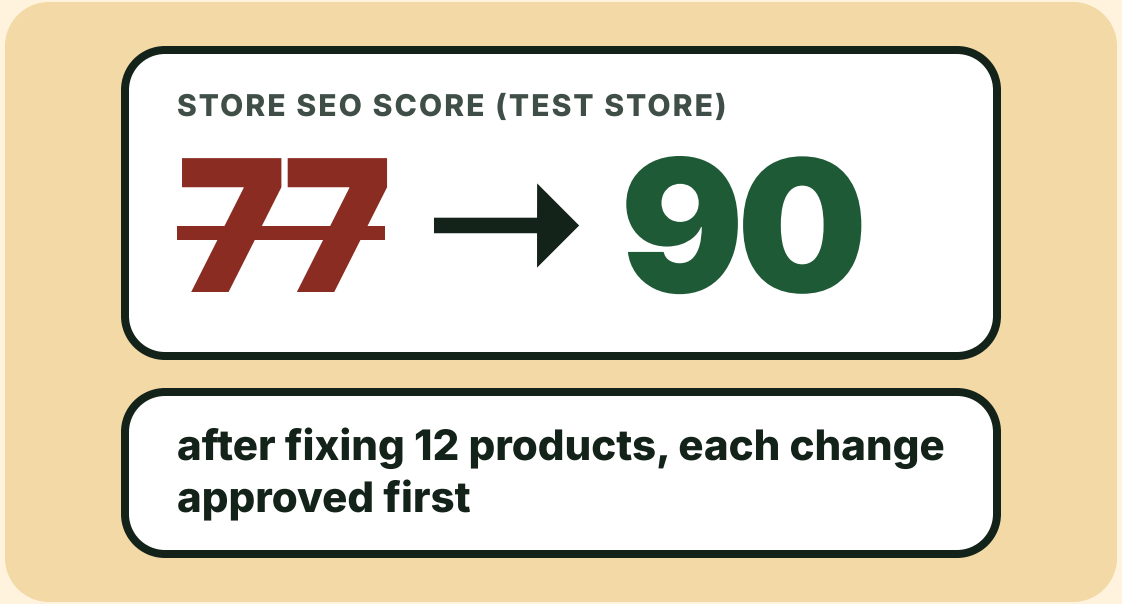
A first version, shipped fast



Upvote Hub, a SaaS MVP

- Customers vote on ideas and follow a public roadmap.
- Free and Pro plans through Stripe, and emails when an idea moves.

pooya.website/work/upvote-hub



SEO Optimizer for Shopify

- Scores every product and writes fixes in the store's voice.
- Nothing changes until the merchant approves.

pooya.website/work/seo-optimizer

WEBSITE

A podcast site that keeps listeners

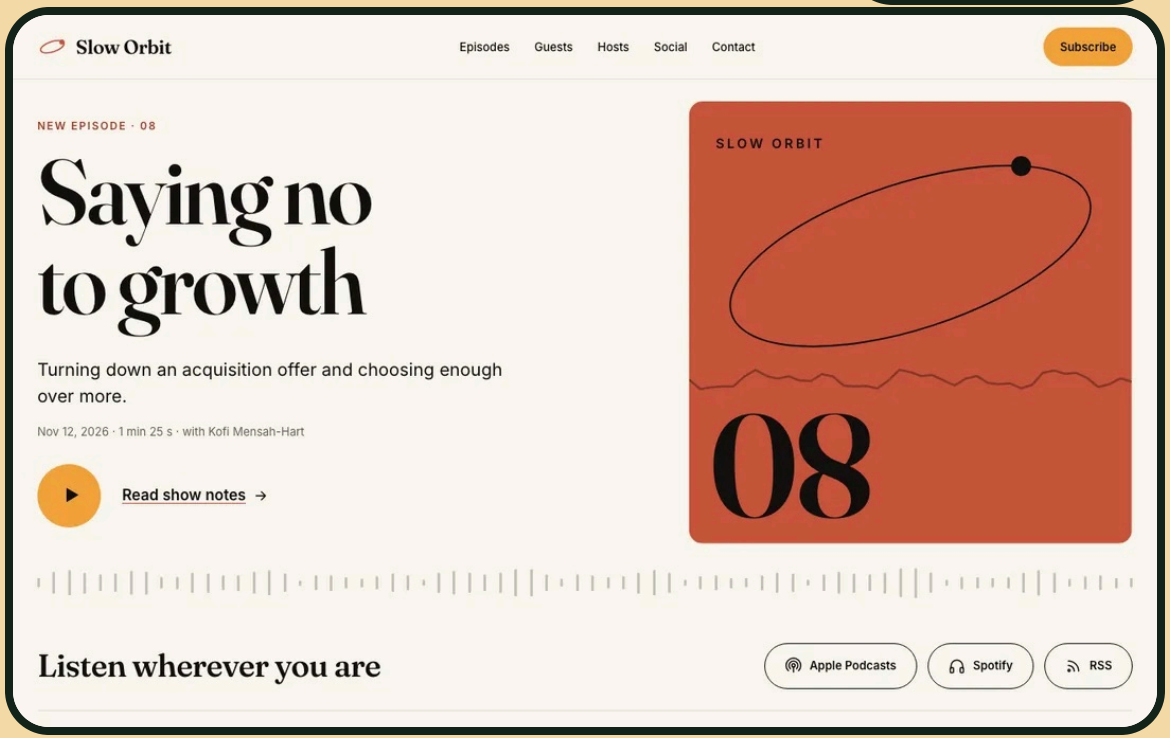
- The player stays on every page and remembers where each listener stopped.
- Clickable timestamps jump straight to a moment.
- The host adds an episode in minutes, without code.

98–99

LIGHTHOUSE, MOBILE, LAB RUN
Performance score. Accessibility, Best Practices and SEO all 100.

pooya.website/work/podcast-website
WordPress · custom block theme · PHP

Try it live



WORK WITH ME

Tell me what you need.

Websites, web apps and AI tools for small businesses and startups. A written plan, small steps you can test, and a fixed price.

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