

ZAYD ZARROUK

Founder & Product Engineer

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EXECUTIVE SUMMARY

Product Engineer and Technical Founder specialized in architecting and deploying AI-powered SaaS ecosystems. Focused on bridging deep system-level engineering with entrepreneurial product ownership to build platforms that eliminate digital tool fragmentation. Capable of developing everything from complex multi-agent generative architectures to unified, full-stack business logic, ensuring technical execution always serves scalable user experience and clear product value.

CORE EXPERTISE

Product & Ecosystem Architecture: Subscription Logic, User Identity Workflows, Unified SaaS Design, Zero-Code Tools, Capability Centralization.

Engineering: Full-Stack Architecture, RESTful API Implementation, Component-Driven UI, Relational & NoSQL Integration, Asynchronous Data Pipelines.

Applied AI & Systems: Multi-Agent Pipelines, Generative Models (LLM, Media generation), Sequential Input Parsers, Automated Creation Frameworks.

PROFESSIONAL EXPERIENCE

laGenify LLC

Founder & Product Engineer | Wyoming, US | 2025 – Present

Built an end-to-end AI SaaS ecosystem unifying fragmented digital creation tools.

Maintained total ownership of technical architecture and product strategy.

- **Zero-Code Infrastructure:** Engineered an AI Website Builder that parses structured, sequential prompts into fully coded, natively deployed platforms.
- **Multi-Agent Generative Studio:** Architected centralized AI pipelines for complex image, video, speech, and audio generation across diverse media vectors.
- **Commercial Backend:** Implemented complete B2B business logic, embedding layered authentication, tiered subscription workflows, and credit-based ecosystem gating.
- **Operational Unification:** Integrated an internal CRM structure and dynamic analytics directly into the user application state to bypass third-party dependencies.

Institut Supérieur de l'Informatique du Kef (ISI Kef)

Technical Mentor & AI Architect (PFE Supervisor) | 2026

Providing architectural oversight for a production-ready AI e-learning platform aimed at optimizing Tunisian Baccalaureate preparation.

- **Decentralized AI Routing:** Designing a multi-agent backend engine to dynamically analyze student metrics and construct tailored educational paths.
- **Full-Stack Topologies:** Directing software structuring, bridging complex data management pipelines with a reactive user interface layer.
- **Engineering Guidance:** Translating academic machine-learning models into reliable, deployment-ready software structures.

Baddeltn

Full-Stack Developer | 2024

Developed and shipped critical interface and data routing functionalities for a scalable MERN-stack digital exchange platform.

- **Data Transit Logic:** Structured robust communication models between core REST endpoints and reactive frontend user components to maintain data reliability.
- **System Execution:** Built high-performance rendering workflows and backend state management solutions ensuring software stability across complex user transactions.

Chicbeauty

Full-Stack Developer | 2023

Architected and deployed a comprehensive MERN-stack retail platform comprising a dynamic web and application ecosystem.

- **Commercial Logic:** Engineered interconnected front-to-back ecommerce modules handling localized cart states, unified checkout routing, and dynamic catalog database querying.
- **Vendor Tooling:** Constructed customized administrative modules directly integrated with core NoSQL data collections to automate real-time inventory management.

EDUCATION

Bachelor's Degree in Computer Science

Higher Institute of Multimedia Arts of Manouba (ISAMM)

2025 – 2026

Bachelor's Degree in Computer Science

Higher School of Science and Technology of Hammam Sousse (ESSTHS)

2023 – 2025

Tunisian Baccalaureate in Computer Science

Mention Bien

2023

LANGUAGES

Arabic: Native

English: Professional working proficiency

French: Professional working proficiency

Russian: Intermediate

BUILDER PHILOSOPHY & PRODUCT PRINCIPLES

Systems Over Features

Designs digital frameworks to solve process fragmentation. Prioritizes engineering interconnected toolchains and centralized ecosystems rather than standalone, isolated features.

Pragmatic AI Implementation

Treats generative capabilities as core backend utilities rather than novelties. Integrates specialized models fluidly into software architecture to handle heavy computation and workflow automation without compromising UI performance.