

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS



AI Agent Engineer, Full Stack Developer, Tech/Team Leader

Understand Business and Marketing Language

9+ years UK, 6 years US Ecommerce, International Projects

Online Resume: <https://www.BoostMagento.com>

Own AI project: <https://Clusterify.AI>

Technical background

- 8 years Tech Leadership, Team development, Decision making
- 2 years AI development (RAG, Recommendations, Resources, Tools)
- 6 years Python back end development, Microservices,
- 1 year AI's MPC development (Resource and Tool development)
- 1 year Image analysys, object recognition with python
- 5 years ReactJS, NodeJS, Typescript (Front end, Server side)
- 5 years Adobe Ecommerce development (Architect, Back-End, CLOUD)
- 10+ years MAGENTO development (CE, EE, Varnish, Elasticsearch)
- 2 years LARAVEL Framework (Mostly custom projects)
- 7 years Docker based development
- 2 years Data Science, Python, Pandas, FLASK, Machine Learning
- 10 years app performance analysis
- Strong SEO experience for ecommerce
- Docker, Docker based development and flow
- SAML IdP and SP building for SSO/SLO
- Strong Database knowledge (MySQL, PostgreSQL, Oracle, MongoDB)
- Type 1 and 2 virtualization
- Elasticsearch, Data Analysis and Visualization
- Fast data queue systems
- GIT, Agile

Other knowledges

- Tech and Team Leadership
- Blockchain technology
- Nginx, Apache web servers, WSGI (GeoIP, Device detection....)
- Redis Key-Value server, central cache, full page cache and session storage
- Varnish cache server
- Beats, Logstash and Kibana for data flow and visualization
- Lucene-Solr Search Engine Server
- FPC - LightSpeed - Memcached - custom solutions

Contact information

Name: Zsolt Szalay

Email: onlinestoreexpert@gmail.com

LinkedIn: <http://linkedin.com/in/zsoltszalay>

LinkedIn Publications:

<https://www.linkedin.com/in/zsoltszalay/recent-activity/all/>

My AI DEMOs

- [AI Math Tutor for US Grade Levels](#)
- [Cognitive Add To Cart](#)
- [Workflow Automation with AI Agents](#)
- [Conversational AI Marketing](#)
- [My AI Blog](#) (learn about me in my blog)

My Certificates

- Adobe/Magento 2 Associate Developer
- Adobe/Magento Developer PLUS
- Adobe/Magento Developer
- Adobe/Magento Front End Developer
- Introduction to Data Science, U.of Michigan
- HubSpot Inbound Marketing
- Information Security Awareness PCI-DSS
- XenServer 6.0 Administration
- 6x Oracle study certification
- BigCommerce Stencil

My Specialities

- Responsibility for strategy decisions
- Understand Business and Marketing language
- Delivering in time
- Quick understanding of problems
- System Architect Design
- Ecommerce performance
- NextJS - React, NodeJS, Typescript
- Varnish as FPC
- Data aggregations
- Data analysis and Visualization
- Redis key-value server
- Nginx
- Deployment management
- Big Data
- Data messaging/queue

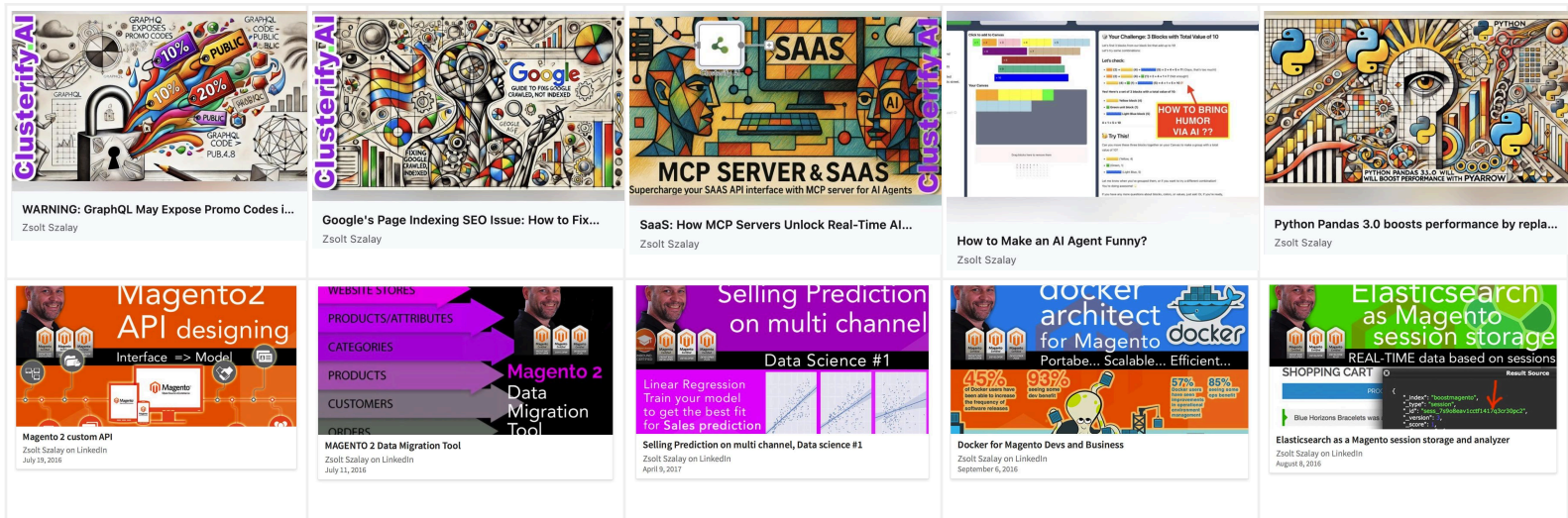
Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

Certificates

- 2019
 - **Adobe / Magento 2 Associate Developer**
- 2019
 - **Introduction to Data Science in Python**
 - Authorized by University of Michigan and offered through Coursera
- 2018
 - **BigCommerce Stencil Development**
 - Study and Certificate for the current company
- 2017
 - **Hubspot Academy Inbound Certified in 2017**
 - Hubspot is a US based market leading inbound company in 100 countries.
 - <https://www.hubspot.com/>
 - Date: Dec, 2016, Expire: Feb, 2018
 - The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.
- 2017
 - **Information Security Awareness in the Workplace including PCI-DSS**
 - CFISA (The Center For Information Security Awareness)
 - <https://www.cfisa.com/>
 - Aug 31, 2017
 - Registration No.: 4def9f90-8eae-11e7-bc93-c193cae5ac87
- 2016
 - **Citrix XenServer 6.0 Administration - Installation Guide**
 - Citrix's XenServer is the 2nd largest server (Type 1) virtualisation solution in the World. Big companies like Amazon (AWS) and other server platform providers are based on this virtualization solution.
 - <https://xenserver.org/>
 - Apr 16, 2016
 - This is certify that Zsolt Szalay successfully completed the Citrix XenServer 6.0 Administration - Installation Guide online course
- 2015
 - **Adobe / Magento Certified Developer Plus**
 - Date: March 27, 2015
 - Registration no.: zfaln5009
- 2014
 - **Adobe / Magento Certified Developer**
 - Date: Sept 26, 2014
 - Registration no.: z48lon50d6
- 2014
 - **Adobe / Magento Certified Front-End Developer**
 - Date: Dec 16, 2013
 - Registration no.: xfdlon5226
- 1998
 - **Oracle Education study Certificates:**
 - Introduction to Oracle: SQL and PL/SQL development
 - Oracle8 database for administrators
 - Oracle system network
 - Oracle7 system tuning
 - Oracle7 system backup and restoring
 - Oracle7 database administration

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

Latest Publications on LinkedIn



LinkedIn recommendation from CTO of BAVauto (BMW) - March, 2019

"I had the pleasure to work with Zsolt for the past three years and directly as his direct manager for the past year. His extensive knowledge of Magento EE was what I was looking to add to our staff when he became available. He demonstrated a huge capability to add many new ideas and out of the box problem solving to our robust Magento site by adding Kibana tools including ElasticSearch creating shopping experiences only reserved for the largest companies. He is able to understand and develop solutions in a smart and thoughtful way to improve performance, SEO and UX simultaneously. We were working on merging headless web pages with Magento EE at the end of our time together. Zsolt has a complete understanding of the architecture needed to provide fast and amazing pages to ecommerce websites from setting up the environment to payment processing. There is no one that I would rather work with a Magento or WordPress project. He is an asset in work and in life."

More recommendations on my LinkedIn page: <https://www.linkedin.com/in/zsoltszalay>

I'm proud of

To understand data and to be able to use it are two different things.

Let me highlight the **REAL TIME** factor! This is beyond Magento and you need something more.

At BAVauto (BMW) I have designed and built from scratch a system based on a few ideas that I had for a long time. I am glad BAVauto was open enough and it was a win-win project in the end. It was very powerful and based on Elasticsearch, Microservices (python), Magento and their ERP. I built a microservice layer between all of them to manage communication and enjoy other benefits of it. In the back-end this layer was able to provide fast response to Magento for instance based on Elasticsearch. I have built a complex data deployment process to deploy Product, Order and Customer data into Elasticsearch and on top of that we were able to create and discover charts in Kibana immediately. More importantly the microservice layer was able to deliver complex and front-end ready data to Magento. As a result of this architect we had some very powerful modules which you can see below. Please take your time and have a look:

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

2018 www.BAVauto.com
 Collecting all bundles from the full collection where the Simple one is part of the bundle. In real time and without reducing page load time.

Home >> Brakes >> Pads >> Brembo Brake Pads - Rear

SIMPLE

Part: P06020N
 Brand: BREMBO
 Be the first to review this product
 Currently in Stock

\$44.95
 QTY: 1
 Ships for free if total order exceeds \$99

ADD TO CART

Real time collection !

Brembo Brake Pads - Rear in KIT BUNDLES

Replacement Brake Kit - Rear - Brembo \$34000018 \$493.04 **\$177.26 SAVE!**

Replacement Brake Kit - Rear - Brembo \$34000030 \$209.34 **\$195.49 SAVE!**

Replacement Brake Kit - Rear - Brembo \$34000037 \$647.04 **\$162.71 SAVE!**

Replacement Brake Kit - Rear - Brembo \$34000019 \$426.24 **\$170.47 SAVE!**

2018 www.BAVauto.com
 Yes, it's possible. In real time and without reducing page load time to make an aggregation on previous orders in a time frame.

Home >> Brakes >> Pads >> Brembo Brake Pads - Rear

Product

Part: P06020N
 Brand: BREMBO
 Be the first to review this product
 Currently in Stock

\$44.95
 QTY: 1
 Ships for free if total order exceeds \$99

ADD TO CART

Real time from last 200 000+ orders !

Customers who bought this item also bought

Brembo Brake Pads - Front \$59.95

Noise Free Brake Squeal Silencer - 4 oz. \$61.95

Brembo Brake Pads - Front \$61.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

2018 www.BAVauto.com
 Bundle provides relation between products! Can be handy to offer them too. Collection is there in real time without reducing page load.

Home >> Brakes >> Pads >> Brembo Brake Pads - Rear

SIMPLE

Part: P06020N
 Brand: BREMBO
 Be the first to review this product
 Currently in Stock

\$44.95
 QTY: 1
 Ships for free if total order exceeds \$99

ADD TO CART

Bundle based relation collection in real time

You might be interested in

Brake Rotor - Rear \$56.95

Brake Rotor - Rear \$52.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$7.95

Brake Rotor - Rear \$56.95

Brake Rotor - Rear \$69.95

Brake Rotor - Rear \$59.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

Brake Pad Wear Sensor Wire - Rear - J.L. GERMANY \$8.95

2018 www.BAVauto.com/buy-again
 Display Order history and their products like a product list page in order of what bought most.
 The page is super fast because data comes from ElasticSearch.

500180494 at 06/22/2018

1x Lloyd Ultimat Carpeted Floor Mat Color Samples
 Part: UM SAMPLE

1x MAT SAMPLE-B PARCH ULTIMAT 660
 Part: UM B PARCHMENT

1x MAT SAMPLE-BLACK ULTIMAT 100
 Part: UM BLACK

1x MAT SAMPLE-EURO GRAY 137
 Part: UM EURO GRAY

1x MAT SAMPLE-PARCH BR ULTIMAT 760
 Part: UM PARCHMENT BR

1x MAT SAMPLE-SAND ULTIMAT 620
 Part: UM SAND

1x MAT SAMPLE-SILVER ULTIMAT 142
 Part: UM SILVER

500180458 at 06/22/2018

1x Lloyd Ultimat Carpeted Floor Mat Color Samples
 Part: UM SAMPLE

1x MAT SAMPLE-B PARCH ULTIMAT 660
 Part: UM B PARCHMENT

1x MAT SAMPLE-BLACK ULTIMAT 100
 Part: UM BLACK

1x MAT SAMPLE-EURO GRAY 137
 Part: UM EURO GRAY

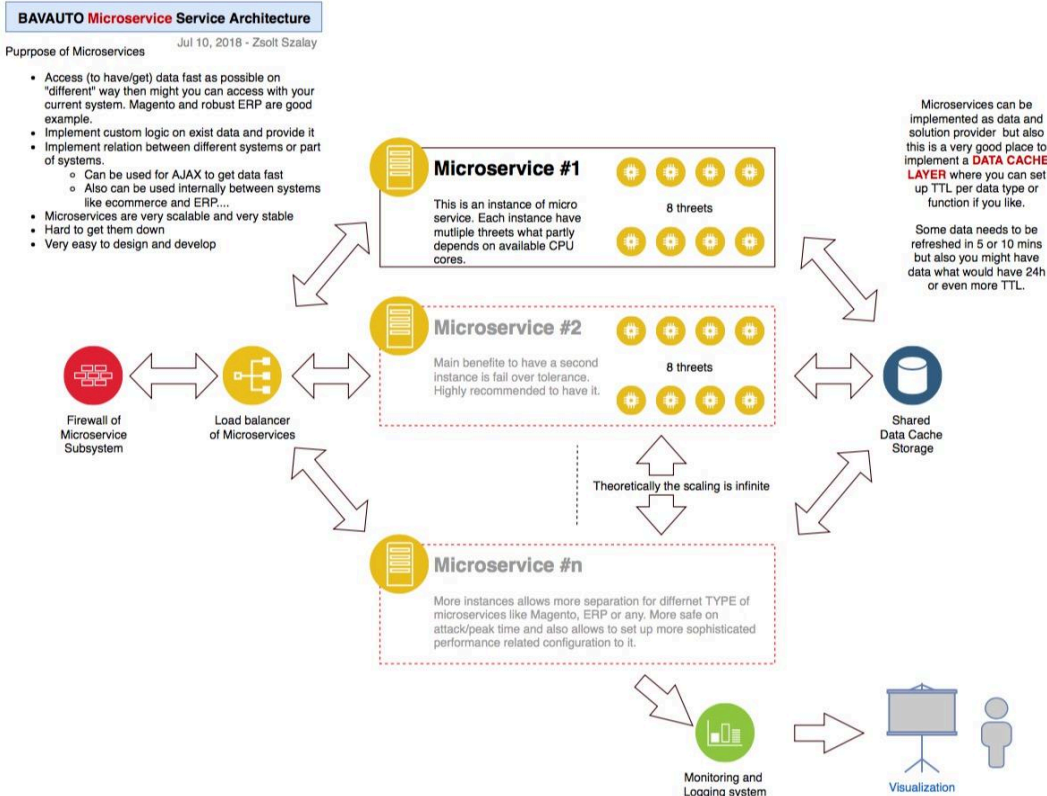
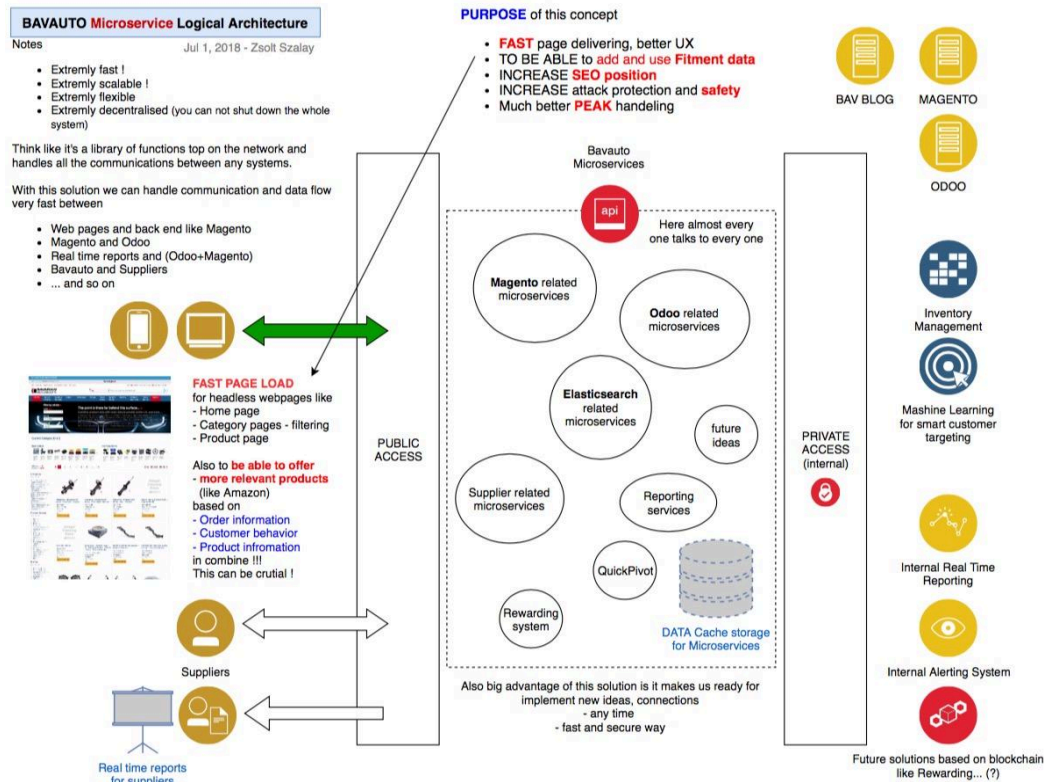
SWAY BAR LINK BUSHING
 Part: AV80203R
 Brand: CRP
 Found in order 2 times
 This part is model specific. Please select a vehicle above to ensure that you get the correct part.
 \$1.95
 Qty: 1
 Ships for free if total order exceeds \$99

OIL FILTER - MANN
 Part: W719 15
 Brand: Mann and Hummel
 Found in order 1 times
 This part is model specific. Please select a vehicle above to ensure that you get the correct part.
 \$4.95
 Qty: 1
 Ships for free if total order exceeds \$99

VALVE COVER GASKET - CYLINDERS 5 - 8 - RIGHT SIDE - GENUINE BMW
 Part: 11 12 7 838 272
 Brand: Genuine BMW
 Found in order 1 times
 This part is model specific. Please select a vehicle above to ensure that you get the correct part.
 \$54.32
 Typically ships in 3-5 days.
 Qty: 1
 Ships for free if total order exceeds \$99

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

I'm proud of (2018 - 2019) Idea, architect, implementation from scratch



Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

Data Visualization (2017 - 2019) This is also beyond Magneto and very powerful

2017-2019 **REAL TIME** server logs to detect anomalies or even attacks.

Enterprise level data queue for multiple server environments to deliver real time data for visualization.

Helps in Magento troubleshooting, detecting network anomalies very easily.

Similar to New Relic but here you can deal with exact Apache/Nginx/Redis/Memcache/Magento log files. Easy and self hosting.

2017-2019 **REAL TIME** Magento Orders, Products, Shipping statistics, Order related product insights.... And so on! Real time and without affecting Magento's database.

Magento order can have 200+ attributes in some cases. There is NO "question" that you can not rise from this database as a business!

Very powerful information/insights for business and marketing.

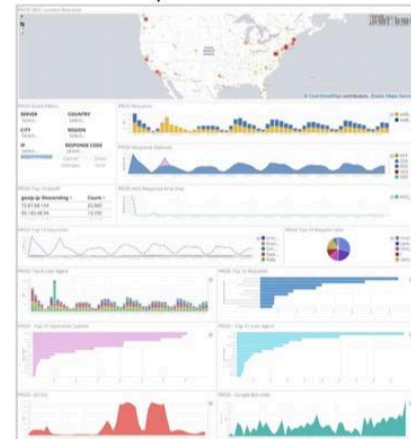
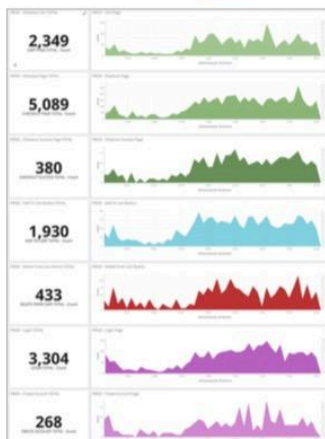
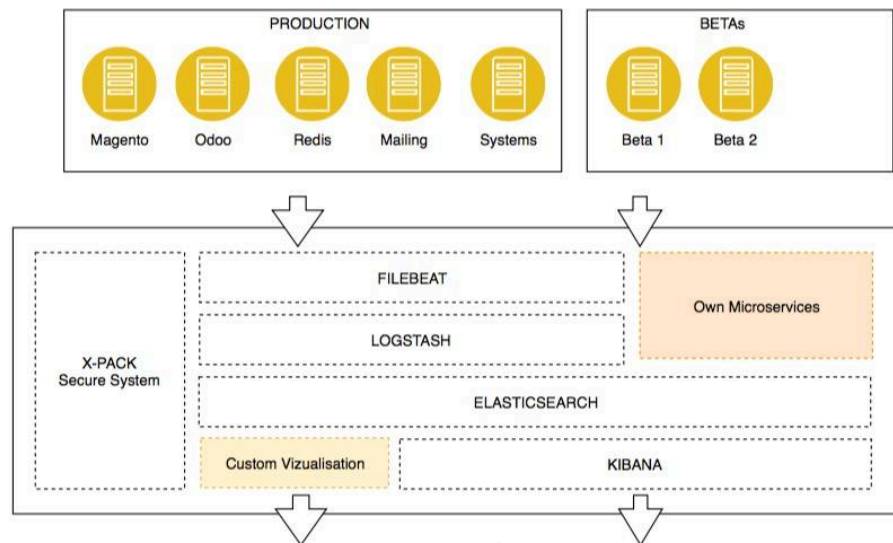
BAVAUTO Real Time Data Visualization

Notes Jul 1, 2018 - Zsolt Szalay

- System trouble shooting on server and software level
- Real time picture about own data
 - Order information
 - Customer behavior information
 - Product information

We have been using this technology in the last 3-4 months and it was extremely useful to find issues like

- Magento errors ! (we had 3+million errors in 2017)
- DDoS attacks ! (our biggest attack has have 10+ million hits in a very short period of time and site was down)



Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

My AI Project own experiment project

2024- [CLUSTERIFY.AI](#) My own project to build a SAAS based on NextJS, MongoDB, Self hosted AI (LLM models). You can CHAT with my AI about the services. DEMO to product selection via human language. Please VISIT and play!

MAGENTO Projects (2017 - 2019) as Lead Magento developer and Director of technology




2022- INQUISICORP
2025 SonLight.com
BookShark.com

Lead Software Developer, Magento Architect. Design a new architect that can support the Company's e-commerce. Lead the developer team and introduce new technologies like micro-services, data-aggregation based information dashboards, data flow management, software development flow. Also design in mid/long term tech changes for better UX.



2020- BYL Connect
2022

As Head of IT, I had to design and build a multi Magento system for a big number of SUPPLIERS and on the other side thousands of SELLERS (as stores). This setup requires a high performance architect to manage both sides and all the stores. Translate business requirements to stories and tasks, then support the Developer team, QA team and DevOps to make these happen.



2019- Mediotype.com
2020



As a Magento expert and project tech leader I'm so excited to work at Mediotype/BlueAcorn iCi. I'm working on **Magento Commerce Cloud** projects like ZAGG. Magento upgrade, data migration. On the B2B side module designing and development from scratch. Magento Coding Standard for the team.

2018- www.BavAuto.com
2019  

Bavarian AutoSport - BMW & MINI - Director of Technology Architect, performance and data related solutions. Start to use Elasticsearch for Products, Orders and Logs. Kibana for data visualization. Microservice solutions for fast data flow and big data handling. SEO improvements and work out a business related information board. Real time data messaging system to collect different historical data from different areas and visualize that

2017 www.nextdesk.com
www.xdesk.com 


B2C site. I had to design and architect the whole B2C based on Magento 2. I had to design development workflow, git, kanban board, agile also. Customized solutions for extra fast page load.

2017 www.evodesk.com
 

Legacy issues, troubleshooting and designing migration to Magento 2

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

2017 www.demmelearning.com

Magento 2 CE solution that parts of a 4 systems architect with Rest API connection. Major implementation is **SAML** single sign in and log out for more than 300k students

2017 store.channelfireball.com

Magento CE 2. Card game business with 3M items and growing. Buy Back program and card validation system with specific workflow in back end and customer side also. Custom multi channel selling and custom ERP integration.

MAGENTO Projects (2015 - 2017) as Lead Magento developer

2017 www.BavAuto.com

Bavarian AutoSport - BMW & Mini. Lead developer. Performance and troubleshooting. Custom solution for Google Search (GSA) based filter navigation.

2016 www.wirelesszone.com

B2B site. Website did not launch yet. Custom **SAML login** as User and after that as Customer. Top on Magento customers there is a User Type level based on IdP. Solr custom search. Architect design,

2016 www.mossberg.com

Magento 2.0 EE - Core fixing
vendor/magento/module-catalog-search/Model/Adapter/Mysql/Plugin/Aggregation/Category/DataProvider.php
Problem was in the data provider for filter navigation. Line 77-78

2016 www.partsvu.com

>200K products , **B2B**, ERP, warehouse and quickbook back-end connections. **Solr for search and Elasticsearch** for customized back-end search. Varnish ready punchline-ing for future. Special data imports from very different multiple vendors.

2015 www.nutiva.com

Lead Magento developer, data imports.

2015 www.mrbeer.com





















Architect, Lead Magento developer, troubleshooting. Design and full stack setup for servers. Custom multi store solution.
www.mrcider.com

2015 www.skinmedica.com

Lead Magento developer, Architect design, full server(s) setup

Zsolt Szalay - AI, 4x Certified Adobe Architect, B2B/B2C, PCI-DSS

MAGENTO Projects (2012 - 2014)

2014	www.sportpursuit.com 		Back-end, GET MINI CART IN 30ms!, GET PRICES IN 40ms! , own REST-API, Custom Session in Elasticsearch, Varnish FPC custom solutions, GeoIP, Device detection. Built Filter Nav and Product List based on Elasticsearch on fly! ...
2013	www.alexandalex.com 		Back-end, <u>Session migration to Redis key-value server</u> , <u>Redis failover</u> management, customize <u>FPC-Lightspeed</u> , Dramatically <u>reduced sitemap generation</u> , Slow SQLs, Custom checkout monitoring, GlobalCollect payment
2013	www.Sweatshop.co.uk 		Back-end, <u>Custom checkout</u> , <u>Redis</u> , <u>Tomcat</u> , <u>Lucene-Solr</u> , <u>Data migration</u> , <u>Connection to SportsDirect</u> , <u>Pru-Health validation</u> , <u>SALE items on CMS page</u>
2013	Runnersworldstore.co.uk 		Back-end, Custom checkout, Redis server, Tomcat Servlet container, Lucene-Solr Search server, Data migration from legacy site, Connection to <u>SportsDirect</u> , <u>Runner's World validation</u>
2012	www.Modelzone.co.uk 		EE, Back-end, Varnish cache, <u>Custom Pre-Order System</u> , Redis for cache storage.
2012	www.TheSignalbox.co.uk 		EE, Back-end, Varnish cache, Custom Pre-Order System...
2012	www.eBrookes.co.uk 		Back-end, more than <u>500 000 items</u> , strong scripting
2012	www.OutdoorLook.co.uk 		Back-end, Front-End
2012	www.BeckAndHersey.com 		Back-end, Front-End development, export/import, custom development, jQuery
2012	www.Cavells.co.uk 		Back-end, Front-End development, export/import, multi-store, <u>Multi-search results on one search result page from different stores</u> , Custom development, jQuery, strict HTML and CSS