

DAVID ERFANIAN

Director | IT Systems & Software Development

Enterprise Software Developer | Full-Stack Engineer | IT Infrastructure Specialist

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PROFESSIONAL SUMMARY

Enterprise Software Developer with an M.S. in Computer Science and experience in designing, developing, deploying, and maintaining business-critical full-stack web and mobile applications for EFFY Group's jewelry manufacturing, sales, planning, repairs, customer service, and executive operations, in addition to supporting enterprise infrastructure.

PROFESSIONAL EXPERIENCE

Effy Jewelry (BH Multi / Effy Group) - New York, NY

Director | IT Systems & Software Development

Jul 2026 - Present

IT Specialist | Full-Stack Software Developer

Mar 2024 - Jul 2026

Promoted to Director to reflect expanded hands-on software development responsibilities including application engineering, systems integration, enterprise modernization, and IT operations.

- Design, develop, deploy, and maintain internal web and mobile applications used by sales, planning, repairs, customer service, retail department stores, operations, manufacturing, and management teams.
- Work directly with executive leadership and department managers to understand business processes, translate requirements into software, and refine applications based on daily production use.
- Support Microsoft 365, Active Directory & Microsoft Entra ID, Exchange, Windows Server, IIS, employee workstations, network printers, access control, exacqVision VMS, Kantech EntraPass, Anviz FaceDeep terminals, and related on-premises infrastructure.

ENTERPRISE SOFTWARE PORTFOLIO

Production applications and strategic modernization initiatives designed, developed, and maintained for Effy Group.

EFFY StyleLookup

Enterprise Jewelry Lookup and Sales Platform | stylelookup.effygroup.com

Python | Flask | SQL Server | SQLAlchemy | HTML | CSS | JavaScript | IIS | Active Directory | JWT | Duo MFA | CapacitorJS

Designed and developed StyleLookup as Effy Group's centralized product-information and sales platform and as a long-term replacement for legacy Visual FoxPro Vision System and Remote Desktop lookup workflows, used daily by corporate employees, field sales teams, Trunk Show personnel, and selected retail partners on Web, iOS and Android platforms.

Style Search and Product Information: Centralizes searches by style number, UPC, description, and other product identifiers, then presents imagery, descriptions, stone breakdowns, metal information, specifications, pricing and related item details from SQL-backed data.

Trunk Show Portal: Provides Macy's, Belk, Signet/Zales/Peoples, Riddles, Independent Retailers, and other retail partners with secure access to upcoming Trunk Show lines so store associates and Effy teams can preview assortments, search customers, create certificates, and coordinate event preparation before merchandise arrives for Trunk Show Event.

Trunk Show Invoicing and Reporting: Replaces handwritten event paperwork with POS-style transaction entry, automated Event Reports, digital customer records, and immediate Certificate of Authenticity generation and email delivery.

International Event Selling Tools: Supports JCK Las Vegas, Haute Jewels Geneva, Vicenzaoro, and other sales events through interactive showcase flipbooks, digital catalogs, customer-intake forms, and presentation during customer interactions.

Administration, security, and mobile delivery: Includes centralized management of users, roles, pricing visibility, portal access, logs, exports, barcode scanning and feature controls, with mobile iOS/Android delivery through CapacitorJS WebViews.

EFFY AI

Enterprise AI Image Recognition and Jewelry Design Platform

Python | Flask | SQL Server | Computer Vision | Generative AI | Image Processing | HTML | CSS | JavaScript

Designed and developed EFFY AI as an internal jewelry-focused artificial intelligence platform. The application has capabilities for product identification from images, design variations, and integration with StyleLookup and other enterprise workflows.

Jewelry style recognition: Analyzes photographs taken from a phone or uploaded by a user and returns likely matching style numbers and product records, supporting product identification when tags, labels, or exact style information are unavailable.

AI-assisted jewelry redesign: Generates visual variations of existing jewelry by changing gemstones, diamond shapes, metal colors, and other design characteristics, allowing teams to explore concepts without producing a new physical sample for every variation.

Matching-piece concepts: Creates or recommends coordinated pieces based on an existing design so users can explore potential matching rings, earrings, pendants, bracelets, or related collection items.

Enterprise integration: Structures AI outputs for use within existing product, sales, repair, return, liquidation, customer service, and merchandising workflows rather than operating as a disconnected demonstration tool.

Internal alternative to vendor implementation: Developed the image-recognition capability internally after a comparable external proposal was estimated at approximately \$500,000, preserving control over data, integrations, refinement, and future expansion.

EFFY StyleRecommender

Merchandise Analytics and Inventory Recommendation Platform | stylerecommender.effygroup.com

Python | Flask | SQL Server | pandas | openpyxl | xlswriter | HTML | CSS | JavaScript

Designed and developed StyleRecommender to help planning teams analyze performance and identify allocation opportunities across more than 200 EFFY Jewelry Retail locations. It consolidates sales history, inventory signals, profitability measures, ranked recommendations, and automated reporting into one application.

Sales and inventory analysis: Lets planners review performance by store, cruise fleet, style, category, vendor, and time period while comparing sales activity with inventory availability and recent product movement.

Merchandising metrics: Calculates and presents sell-through, units sold, gross margin, average unit retail, average unit cost, recency, and other measures used to evaluate product and store performance.

Recommendation engine: Ranks styles for individual stores using machine learning algorithms, historical transactions, sales recency, inventory and transfer signals, and business logic, providing top recommendations for allocation and replenishment decisions.

Planning workflows: Provides searchable store and style views, product-image previews, filters, and drilldowns that help planners compare opportunities without rebuilding the same analysis in separate spreadsheets while still generating downloadable CSV and Excel outputs so recommendations and performance data can be distributed and used in existing planning processes.

EFFY Repairs

Customer Service and Repair Management Platform | repairs.effygroup.com

Python | Flask | SQL Server | Active Directory | Clover API | ReportLab | UPS/FedEx APIs

Designed and developed EFFY Repairs as a centralized platform for customers, retail stores, customer service representatives, and repair teams. It replaces fragmented third-party software, email, paper, and manual tracking processes with one searchable workflow from submission through completion and return shipment.

Customer and store submissions: Allows customers and store users to create repair requests, enter product and contact information, and upload photographs, receipts, invoices, and other supporting documentation through a guided web form.

Repair lifecycle management: Gives internal teams dashboards for reviewing requests, assigning and managing repair numbers, updating statuses, maintaining repair history, and coordinating work between customer service and repair departments.

Communication and document automation: Sends status-based email updates, produces repair PDFs and supporting documents, and keeps customer communication connected to the repair record so progress is easier to follow and audit.

Payments and shipping: Supports Clover-related payment workflows and integrates with UPS and FedEx processes for shipment creation, tracking information, and automated movement of repairs through return and delivery stages.

EFFY Certificate

Certificate of Authenticity and Warranty Platform | effycertificate.effygroup.com

Python | Flask | SQL Server | HTML | CSS | JavaScript | ReportLab | Internal System Integration

Designed and developed an internal Certificate of Authenticity and warranty platform that replaces a third-party application and connects certificate processing directly to Effy's business data. The program gives customers and internal teams a faster, fully controlled process for registration, document creation, retrieval, and delivery.

Certificate and warranty registration: Captures customer, product, purchase, and warranty information through standardized workflows and validates the information required to create an official record.

Instant document generation and delivery and management: Creates branded digital certificates and warranty documents as PDFs and sends them by email immediately, replacing delayed manual entry, printing, and mailing processes. Allow employees to search for existing registrations, review certificate history, correct information, and regenerate or resend documents to customers.

Internal integration and ownership: Connects certificate creation with internal customer data, while bringing maintenance and future feature development in-house by eliminating thousands of dollars in annual third-party maintenance costs.

CORE TECHNICAL SKILLS

Languages: Python, SQL, JavaScript, HTML, CSS, Java, C#

Application Development: Flask, SQLAlchemy, REST APIs, server-side rendering, iOS/Android WebView applications, CapacitorJS

Data and Reporting: Microsoft SQL Server, stored procedures, pandas, openpyxl, xlswriter, ReportLab, Excel and PDF automation

Identity and Security: Active Directory, Microsoft Entra ID, IIS Windows Authentication, Duo MFA, JWT, role-based access control

Infrastructure: Microsoft 365, Windows Server, Exchange, IIS/WFastCGI, networking, printers, RFID, barcode and QR workflows

Engineering Focus: Full-stack development, enterprise systems integration, business process automation, production deployment, legacy system modernization, AI integration

EDUCATION

New York Institute of Technology

Sep 2022 - May 2023

Master of Science, Computer Science - GPA: 3.50 - Honors Distinction

New York Institute of Technology

Sep 2018 - May 2022

Bachelor of Science, Computer Science - Network Security Concentration - GPA: 3.76 - Summa Cum Laude

Presidential Honor List and Dean's List recognition throughout the undergraduate program.

Certification: Foundational C# with Microsoft - Microsoft Learn and freeCodeCamp, Mar 2024 ([Certification Link](#))

Spoken Languages: English and Persian