

Roozbeh Karamnezhad Lali

Technical Operations | Integrations | Automation | Internal Platforms | APIs & Data Workflows London, UK
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Technical Summary

Technical Operations and Integration Specialist with 17+ years of experience across web platforms, APIs, automation systems, and internal tooling.

Experienced in designing and implementing integrations between ERP, CRM, finance, e-commerce, and internal systems — including 25+ connectors built on the Patchworks iPaaS platform. Builds automation workflows and internal platforms using both low-code tools and custom API solutions.

Strong background across Shopify, Magento, WordPress, Airtable, Softr, n8n, HubSpot, Xero, and Google Workspace, with hands-on experience in data transformation, reporting systems, workflow automation, and AI-assisted process automation.

Core Technical Areas

- iPaaS / Integration Platforms (Patchworks iPaaS, API-led integrations)
 - System Integrations (ERP ↔ Ecommerce, CRM ↔ Finance, Custom/Internal Systems)
 - API Integrations & Data Transformation
 - Workflow Automation (n8n, Airtable Automations, Patchworks Process Flows)
 - Internal Tooling & Portals (Airtable + Softr)
 - Reporting & Operational Dashboards
 - AI Workflow Integration (OpenAI / Claude APIs)
 - Google Workspace Administration & SSO
 - Technical SEO & Analytics Tracking
 - Web Platforms (Shopify, Magento 1/2, WordPress)
 - HTML, CSS, JavaScript, PHP
 - Data Handling, CSV/ETL-style workflows, process automation
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Selected Technical Work

- Built 25+ connectors on the Patchworks iPaaS platform, integrating ERP, CRM, finance, and e-commerce systems using APIs, custom data transformation logic, and platform configuration.
- Built internal portals and workflow systems using Airtable, Softr, n8n, and the Patchworks iPaaS platform for operations and cross-team workflow management.
- Designed a partner portal integrating HubSpot and Xero with automated data sync for real-time lead and commission tracking across 30+ partners.

- Developed internal dashboards for usage tracking, delivery performance, and operational reporting — replacing manual spreadsheet-based processes.
 - Built an AI-powered classification pipeline (Claude/OpenAI) that processed HubSpot form submissions — matching inbound requests against the connector catalog, cross-referencing partner usage data, and routing to the right team.
 - Implemented workflow automation between CRM, finance systems, and internal tools, including custom data transformation and field mapping logic.
 - Implemented SSO from scratch across 30–50 accounts, managing Google Workspace, access provisioning, and identity governance.
 - Implemented analytics and tracking frameworks using Google Tag Manager and GA4.
 - Built and maintained 50–100+ Magento, WordPress, and Shopify websites and integrations over 15 years.
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Professional Experience

Patchworks – London, UK

IT & Internal Systems / Integrations / Automation *Jan 2020 – Present*

- Built 25+ connectors on the Patchworks iPaaS platform — connecting ERP, CRM, finance, and e-commerce systems using APIs, custom data transformation scripts, and platform configuration tools.
 - Built and maintained internal systems using the Patchworks iPaaS platform, Airtable, Softr, and n8n — including portals, workflow automation, and operational tooling.
 - Developed internal dashboards and reporting tools covering product usage, delivery performance, capacity, and process tracking.
 - Automated data flows between CRM, finance systems, and internal tools with custom field mapping and transformation logic.
 - Built an AI classification pipeline (Claude/OpenAI) processing inbound HubSpot forms — identifying connectors, matching partner usage, routing leads, and filtering spam.
 - Implemented time reporting from scratch, giving teams visibility into resource allocation and delivery capacity.
 - Implemented SSO from scratch and managed Google Workspace administration across 30–50 accounts with access governance workflows.
 - Supported SOC2 and ISO27001 technical requirements related to access control and audit logging.
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Juno Ecommerce – Nottingham, UK

Developer / Project Manager / Head of Support & Systems *Sep 2008 – Dec 2023*

- Built 50–100+ websites over 15 years across Magento 1/2, WordPress, and Shopify — including full-stack builds, custom modules, plugins, and platform migrations.
- Developed custom Magento modules and WordPress plugins for client-specific functionality — payment integrations, product logic, and admin tooling.
- Managed complex platform migrations including data transformation, product/customer/order mapping, and rebuild projects moving clients from Magento to Shopify.

- Built reporting and billing infrastructure that connected time tracking, contracts, and invoicing — reducing invoice preparation from ~3 weeks/month to a streamlined process and contributing to a ~£320k profitability turnaround over 18 months.
 - Implemented SEO and analytics tracking frameworks using Google Tag Manager, GA4, and Facebook Ads.
 - Managed hosting, deployments, and website performance optimisation.
 - Project managed technical delivery, coordinating development teams and stakeholder communication.
 - Managed the full technical systems separation during the Tryzens acquisition — splitting accounts, migrating data, and standing up independent infrastructure.
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Technologies & Tools

Automation / Integration

- Patchworks iPaaS
- Airtable
- Softr
- n8n
- HubSpot
- Xero
- Slack
- Google Workspace Admin

Web & Platforms

- Shopify
- Magento 1/2
- WordPress
- HTML / CSS / JavaScript / PHP

Data / AI

- APIs & Data Transformation
 - CSV/ETL-style workflows
 - Reporting Dashboards
 - AI APIs (OpenAI, Claude)
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Certifications

- Patchworks – Fully Certified (2025)
- Patchworks – Process Flows Level 2 (2025)
- Patchworks – Connector Builder Level 1 (2025)
- IBM – Introduction to AI (2025)
- Coursera – AI Essentials (2025)

- CompTIA Security+ (2025)
- JLPT N3 (2025) | JLPT N2 Target

Education

Bachelor's in Computer Software Engineering Payam-e Noor University – Iran

Graduate Studies in English Translation Azad University (IAU), Tehran – Iran