

TAREK ABDELDAYEM

AI-Native Expert | Maximiser | Entrepreneurial Product Builder

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PROFILE

Entrepreneurial AI-native expert and maximiser who turns ambiguous ideas into shipped products and working systems. Took Rukna from a lived problem to App Store release in 103 days through product specification, multimodal prototyping, implementation direction, rigorous QA, backend and monetisation decisions, release operations, and organic growth. Also built an AI agent to process customer-support enquiries through deterministic triage, model review, human approval, and auditable writeback. Bilingual in English and Arabic, with evidence across product ownership, AI orchestration, SQL, synthetic media, mentoring, and public-facing communication.

SELECTED PROJECT EXPERIENCE

RUKNA | Spiritual App Founder and AI-Native Product Builder

Mar 2026 - Present | iPhone | [View on the App Store](#)

- Originated and shipped a spiritual iPhone app that converts photographed community schedules into reviewed daily routines, progressing from first commit to public App Store release in 103 days as the sole human owner.
- Directed Claude Code to generate the source while personally owning requirements, notebook prototypes, onboarding, system decisions, test and correction loops, monetisation, and final acceptance.
- Designed a human-in-the-loop extraction flow using structured output, anomaly highlighting, user review and editing, explicit confirmation, authenticated backend access, server-held API secrets, and quota and rate-limit concepts.
- Personally configured App Store Connect metadata, screenshots, privacy labels, age rating, pricing, subscriptions, TestFlight builds, signing, review communication, and public release.
- Produced UGC and cross-platform launch content. The leading organic TikTok reached 261.8k views, 37.4k likes, 588 comments, and 2,025 saves, while follow-up posts generated about 230k additional first-week views.
- Built a synthetic-character workflow spanning rented GPU capacity, face and dataset curation, LoRA experimentation, canonical reference imagery, ChatGPT Images stills, and Seedance animation.
- Monitors acquisition, subscription, and onboarding signals through App Store Connect, Superwall, Supabase, TikTok, and Instagram, then repeats formats that outperform.

AI CUSTOMER SUPPORT AGENT | Final-Year Project

Nov 2025 - May 2026 | University of Liverpool | 72%

- Built and specified an AI agent to process customer-support enquiries through deterministic-first Zendesk triage, ambiguity-triggered OpenAI review, policy routing, confidence thresholds, human approval, verified browser writeback, and SQLite audit records.
- Directed AI-generated implementation while personally testing behaviour, correcting failures, and narrowing scope from three platforms to Zendesk when time and data constraints demanded a smaller system.
- Completed the system in 32 calendar days alongside Rukna. The report documented 5,561 source lines, 1,985 test lines, and 47 passing pytest tests.
- Earned 72%. Marker feedback praised the idea, engineering quality, implementation, evaluation, and strong test suite, while identifying the eight-case synthetic evaluation as too narrow for generalisation.

COMMERCELENS | Independent SQL Database Project

Feb 2026 | CS50's Introduction to Databases with SQL

- Independently designed and wrote an eight-table SQLite e-commerce analytics database with 60 customers, 241 orders, 712 order lines, 230 shipments, and 22 returns.
- Implemented joins, CTEs, aggregations, constraints, transactions, CRUD operations, two analytical views, and seven indexes for revenue, average order value, product, category, acquisition, and customer analysis.
- Passed SQLite integrity and foreign-key violation checks and completed the database as the final project for CS50's Introduction to Databases with SQL.

EXPERIENCE

STUDENT ADVOCATE | University of Liverpool

2023 - 2026 | Liverpool, UK | Paid part-time role

- Supported around 10 campus tours and recruitment events across three academic years, answering questions from prospective students and families and sharing first-hand university experience.
- Worked with fellow advocates and staff to represent the university clearly and adapt explanations to different audiences.

AI AND DATA CONSULTANT (SELF-DIRECTED) | H2 Clinica

Aug 2025 | Istanbul, Türkiye

- Observed the CEO's agency meetings and discussed a data-informed routing system for moving warm leads to the appropriate salesperson as efficiently as possible across language, treatment fit, workload, and response-speed constraints.

EXPERIENCE, CONTINUED

LOGISTICS PLACEMENT | Swissquote

Sep 2024 | Switzerland

- Independently organised seasonal leaflet materials in three languages into distribution-ready carts and groupings.

EDUCATION AND DEVELOPMENT

BSC (HONS) COMPUTER SCIENCE | University of Liverpool

2023 - 2026 | Liverpool, UK

- AI and data: Biocomputation, Big Data Analytics, Data Mining and Visualisation, Image Processing, Neural Networks, Artificial Intelligence, and Data Science.
- Software and systems: Cloud Computing, Software Engineering I and II, Database Development, App Development, Python, Object-Oriented Programming, Computer Systems, and Designing Systems for the Digital Society.
- Foundations and applied computing: Data Structures and Algorithms, Complexity of Algorithms, Foundations of Computer Science, Analytic Techniques, Games Design, and Computer-Based Trading.
- Liverpool Scholar through the university's widening-participation programme, receiving a £2,000 annual bursary across three years, £6,000 total.

PROFESSIONAL DEVELOPMENT

- Member of Maker School by Nick Saraev, a 2,300-member Skool community at the frontier of AI automation and alternative education, with learning across Codex, n8n, Claude Code, and AI client delivery.
- CS50's Introduction to Databases with SQL, completed February 2026 with CommerceLens as the final project.
- Two Claude Code courses covering agents, skills, MCPs, CLAUDE.md, CLI workflows, prompting, and context engineering, applied in Rukna.
- Completed courses in system architecture and game theory.
- Current learning includes Digital Marketing Foundations, Introduction to Marketing from the University of Pennsylvania and Wharton, and Apple advertising training.

LEADERSHIP AND COMMUNITY

GCSE MATHEMATICS MENTOR | Staff-selected

Two years during sixth form | Approximately five pupils

- Delivered one-to-one support through live worked examples, guided practice, correction, and active questioning. One pupil progressed from a grade 5 mock to a grade 8 final GCSE.

STUDENT COUNCIL LIBRARY REDESIGN | Sixth form

- Co-delivered an implemented library redesign with one peer, comparing layouts, furniture, books, and suppliers before securing staff approval and purchase.

CREATIVE AND ENTREPRENEURIAL EXPERIENCE

PULSAR.I | Video Editor and Thumbnail Designer

Dec 2024 - Jun 2025 | [View YouTube channel](#)

- Created five original Overwatch videos from personal gameplay using Premiere Pro, After Effects, and Photoshop. Manual work included masking and rotoscoping, compositing, keyframing, glow and outline effects, colour stylisation, and thumbnail typography.
- Generated 1,873 channel views, nine subscribers, and 593 views on the most-watched video.

JAPANESE ARTISAN MOUSEPAD RESALE | eBay

Sep 2024 - Jul 2025

- Identified a niche resale spread, sourced products from Japan, and handled listings, pricing, fulfilment, and customer transactions end to end.

SKILLS AND LANGUAGES

- Product, entrepreneurship, and AI delivery: product ideation, founder-led execution, requirements, rapid prototyping, AI orchestration, prompt and context design, human-in-the-loop workflows, QA, organic growth, monetisation, and App Store release operations.
- Platforms: Codex, Claude Code, Claude Design, ChatGPT, OpenAI API, n8n, ElevenLabs, ComfyUI, App Store Connect, TestFlight, Supabase, Superwall, TikTok Analytics, and Instagram Analytics.
- Data and technical foundations: SQL, SQLite, relational modelling, Python foundations, system architecture, authentication, backend, database, and cloud concepts.
- Creative: Photoshop, After Effects, Premiere Pro, synthetic-character workflows, LoRA experimentation, AI image generation, and image-to-video production.
- Languages: bilingual professional fluency in English and Arabic.

SELECTED ACHIEVEMENTS AND INTERESTS

- Reached Top 35 in Europe in Overwatch and Top 700 worldwide in Predecessor through aim training, review of personal and professional-player VODs, game-sense study, and performance tracking.
- Researched, specified, and assembled a personal computer valued at approximately £2,000.
- Continuous learner with a growth-focused, goal-oriented, systems-driven INTJ working style.