Will Sahatdjian

CTO, product designer and repeat founder.

Led engineering, design and marketing at Taxfyle from zero to $20M+ in revenue. Now building partner attribution and production AI agents.

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zen2.ai

$20M+
annual revenue, from zero, as Taxfyle co-founder and CTO

$35M+
raised by Taxfyle; I helped design the materials and pitch

No. 74
Inc. 5000, 2020, on 4,544% three-year revenue growth

100+
websites built and deployed through Zen2 since 2024

ISO 27001 · SOC 2 TYPE II · 99.99% UPTIME · NO P1 BREACH IN 8.5 YEARS · APPLE FEATURE, IPHONE APP OF THE DAY

Co-founder and CTO of Taxfyle, the on-demand tax platform: I led engineering, design and, for its last two years, marketing as the company grew from zero to $20M+ in annual revenue and 100+ people, and I remain on its board. Before that I co-founded Kindwave and built its real-time price-discovery engine over Amazon, Google Shopping and affiliate feeds. Since 2024 I run Zen2, a Miami design and engineering studio with clients across finance, healthcare, technology and e-commerce, and I co-founded Perkhaus, a membership app with promoter and referral attribution and an AI agent that drafts its campaigns.

Experience

SEP 2025 TO PRESENT

Perkhaus · Co-founder; product, design and engineering

- Designed and built the iOS and web apps, API, partner studio and admin dashboard for a paid membership app with insider perks at Miami restaurants, bars, nightlife and wellness venues; 66 partner venues and 244 events across 10 categories.
- Grew membership with no paid advertising: partner events, promoter codes with per-code attribution, and a give-a-month, get-a-month referral program built on Stripe coupons.
- Built the email campaign agent: a Claude agent with 10 tools over live venue, event and perk data drafts each campaign, passes 35 deterministic QA checks and a reviewer, then schedules it to member segments, at about $2 per approved draft; 99.3% delivered.
- Built the AI onboarding tools: a listing generator (OpenAI plus Google Places) drafts each venue page and a ticket-URL extractor reads event details from ticketing pages; redemption uses ephemeral HMAC-signed single-use QR tokens and a geofence.
- Rewrote the app in React Native in five weeks (31 screens, 40,000 lines); 4.6 stars on the App Store; 188 CI runs with zero failures or rollbacks; 2,000+ automated tests across API, web and mobile.
- Cut the annual plan from $100 to $60; annual plans rose from under 2% to about 10% of new subscriptions.

APR 2024 TO PRESENT

Zen2 · Founder and principal

- Run a design and engineering studio: websites, apps, AI automation, SEO, branding, pitch decks and fractional CTO work for clients in private equity, healthcare, AI, manufacturing and architecture; 100+ unique websites built and deployed since 2024, all shipped by me with parallel AI coding agents.
- Run SEO and AI-search visibility for retainer clients through cloud agents and monthly reports: clients' average search position cut in half and domain rating doubled within two months of launch.
- Took zen2.ai from 67 to 97 of 100 on the is-agentic.com agent-readiness scan in one day (llms.txt, JSON-LD graph, markdown twins of every page); Lighthouse desktop performance is 98 to 100 on eight live studio-built sites.
- Run studio operations through agents: a parallel-agent factory built 60+ personalized demo sites for an outbound offer; a daily security watch covers 32 production projects and patched 26 deployments in a single day after the October 2026 Next.js advisories.

Experience, continued

OCT 2024 TO JUN 2025

Solarislate · Co-founder and COO, Orlando

- Co-founded the company around a UL 7103-certified solar roof system; ran operations, fundraising and go-to-market, including the company's Wefunder equity crowdfunding campaign, which closed successfully.
- Designed the brand, website, seed deck, datasheet, installation manuals and sales materials, with 3D renders and AI product visualizations; cleared California test-house permitting with Anaheim's engineers.

AUG 2015 TO MAR 2024

Taxfyle · Co-founder and CTO; board member since 2015

- Led engineering and design as the on-demand tax platform grew from zero to $20M+ in annual revenue and 100+ employees; built and led a 40-person engineering, design and marketing organization on four continents.
- Ran marketing from 2022 to 2024 alongside engineering and design, including the official Concierge Tax partnership with Robinhood; 5,000+ licensed accountants, 100,000+ returns prepared.
- Helped design materials and pitch while raising $35M+, including a $4.1M Series A (2018) and a $20M Series B led by Fuel Venture Capital and IDC Ventures (2022); closed $5M+ in enterprise SaaS contracts.
- Designed and built the apps, APIs, ETL and analytics; rewrote the apps in Xamarin in under five months with 70%+ shared code; started the 2022 AI program behind TXF Intelligence.
- Maintained 99.99% uptime with no P1 security breach in eight and a half years through Big-4 security audits, ISO 27001 and SOC 2 Type II.

APR 2014 TO JUL 2015

Kindwave · Co-founder and CTO

- Built the real-time price-discovery engine that aggregated Amazon, Google Shopping, affiliate network feeds and social signals into one catalog, serving millions of queries at C10K efficiency.
- Co-invented the published US patent application 2016/0078525 A1 (grouping buyers and sellers, filed Sep 2014); closed a seed round in May 2014 and hired the founding engineering team.

JAN 2008 TO MAR 2014

HealthSun Health Plans · Senior application developer

- Architected delivery routing, accountability tracking, claims integration and e-prescribing systems on web, desktop and native iOS for a Medicare Advantage plan later acquired by Anthem.
- Built a native e-prescribing app for iPads processing millions of scripts a year and a pharmacy delivery system tracking hundreds of thousands of packages a year across a fleet of drivers, with route optimization, on extracted McKesson data.
- Earned Surescripts production certification (2010) and passed HIPAA audits; built the claims payout system and cross-organization ETL; early Xamarin adopter.

Capabilities

Engineering	TypeScript, React, Next.js, React Native and Expo, Swift and SwiftUI, .NET and C#, Node, Python; PostgreSQL and PostGIS, pgvector, ElasticSearch, Redis; GCP, Vercel, Cloudflare, Render, Supabase, Terraform, GitHub Actions, Playwright, Sentry.
AI	Agents with tool use (Claude, OpenAI), retrieval over Postgres, OCR, content and listing generation with deterministic QA, AI-assisted development at scale, agent-readiness for search.
Growth and marketing	Lifecycle email, referral and promoter attribution, partnerships and events, SEO and structured data, analytics dashboards, landing pages, pitch decks, brand.
Product and design	Brand systems, UI and UX, design systems, motion, WebGL and shaders, print, photography direction.
Data	ETL pipelines, analytics and reporting, financial models, D3 visualization; created Polaire, an open-source .NET DataFrame library (2,767 tests).
Security and compliance	SOC 2 Type II, ISO 27001, HIPAA, Surescripts, Big-4 audits, CMS marketing rules, app-store privacy and consent, bot protection, secret hygiene.

Selected client work, 2024 to 2026

Technology and AI

FluentData (AI and data engineering, Google Cloud partner): bilingual 72-page site with 56 essays and a three.js hero, live 27 days after the first meeting; PageSpeed desktop 59 to 99, agent-readiness 71 to 97.

NuMeAi (AI marketing platform): product design and engineering consulting; the frontend prototype became the product, alongside an AI ad generator (research, image generation, video).

Mixtape (music-taste matching app): co-founder; designed and built the iOS MVP in React Native as a 90-day studio build.

Repress (own product): native SwiftUI app that clones and restores DJ USB libraries on iOS 26; built a bridge to interface with the rekordbox database; 316 tests.

E-commerce and retail

Dutch Hippies (fashion and jewelry, Miami): go-to-market, a two-day campaign shoot (2,400 frames), a Shopify store with a generated product catalog, and a Gemini image pipeline that composited 17 jewelry pieces onto 11 model templates (191 images).

American Bath Group (bathware manufacturer behind 22 brands): Next.js corporate site with a brand directory, industry pages, a cross-brand product importer that pulls the group's catalogs into one searchable portfolio with spec filters, and the print lookbook rebuilt as an interactive 3D gallery; also shipped eleven corporate pages inside the live WordPress site, including the 22-brand portfolio grid and support hub.

Architecture and design

make_ (Orlando architecture studio, six Michelin stars among its clients): portfolio site with 20 projects, rebuilt logos, a palindrome flythrough hero loop cut in Premiere; later an SEO and technical audit.

Healthcare

Axiva Wellness (physician-led practice, three locations and a fourth opening): 32-page site re-platformed from WordPress to static pages on Next.js with booking, call tracking and medical schema; mobile PageSpeed 66 to 94, agent-readiness 74 to 100; 16 print pieces; live in seven weeks.

Gotham Healthcare and ClearPath Benefits (Medicare Advantage brokers): bilingual sites with D3 coverage maps, CMS third-party-marketing disclosures, PHI-free forms, SMS consent capture to TCPA standards, WCAG AA contrast; ClearPath shipped in one week.

Byers Pharmacy (Colorado pharmacy and DME supplier, in client review): 14-page site with Medicare and Medicaid copy rules enforced as build constraints and a PHI-free contact form. Across the healthcare clients: no PHI in forms or email, no business-associate exposure, bot protection on every endpoint, structured data vetted for legal exposure.

Finance

Converge Health Partners (healthcare private equity): brand system and responsive site, audience-adaptive contact flow and a WebGL motion design; the firm has since referred three portfolio companies.

Sopris Capital (private investment firm): unified the firm's private equity, venture capital, real estate and special situations lines into one React property (95 portfolio companies, 37 people, a 3D globe; launch pending the firm's approval), plus the 10-minute 4K Remotion film that opened the firm's 2026 offsite.

Pitch decks and fundraising

Kindwave seed (2014); Taxfyle Series A and B ($35M+); the Solarislate seed deck and Wefunder campaign; a seed deck for a European deep-tech company (name confidential), bridge round funded 2026.

Also

Photography	250,000+ frames across fashion (Dutch Hippies, model portfolios), architecture and interiors (Selva Design Lab, Arc Atelier), landscape and travel.
Video and motion	The Sopris Capital offsite film (Remotion, 4K); concert and festival footage edited in Premiere and Resolve.
Audio	Music production in Ableton Live and DJ sets as Desert Sail; DJ tooling in Repress, including a crash-proof USB recorder for Pioneer mixers.
3D and real-time graphics	Procedural WebGL dune field for zen2.ai (193,000 triangles), a WebGPU shader pipeline, and an interactive 3D lookbook viewer for American Bath Group.

Recognition and education

- Taxfyle: Apple Feature, iPhone App of the Day (#1 position); Inc. 5000 No. 74 (2020), 2021, 2023; Deloitte Technology Fast 500 No. 381 (2022), No. 235 (2023). Speaking: Google Cloud, Microsoft, Fuel Venture Capital Investor Day.
- Co-inventor, published US patent application 2016/0078525 A1 (Kindwave group buying), on Google Patents.
- Computer science, Florida International University, Miami, 2006 to 2008.