

Backend Engineer with +4 years of experience in .NET Core, cloud-based deployments (Azure), and system integration. Passionate about building scalable, secure, and maintainable applications with a strong focus on clean architecture and performance.

EDUCATION

B.Sc. in Software engineering Ort Braude-College of engineering

11/2015 - 06/2020

Karmiel

WORK EXPERIENCE

Back End Engineer

Fitx

11/2024 - Present

Fitx is a fitness tech leader offering innovative software to streamline gym operations, boost client engagement, and enhance business efficiency.

Achievements/Tasks

- Designed and developed web applications using .NET Core 9.0.
- Focused on backend development: implemented robust API services, data repositories, and integrations with third-party systems, including accounting software.
- Migrated legacy systems from MVC with ASP.NET Views and jQuery to modern, scalable .NET Core architecture.
- Utilized Docker for containerization and deployed applications to Azure App Service.

Full Stack Engineer

Sizmek By Amazon on behalf of GalilSoftware

11/2021 - 11/2024

Achievements/Tasks

- Designed and implemented new features using C#, .NET, SQL, HTML, CSS, and JavaScript. Strong OOP and design pattern knowledge and experience in micro-services, synchronization, and event-based architectures.

Frontend Web Developer

Epsilon Delta - Full-time

07/2020 - 10/2021

Development and provision of technological solutions in tourism and travel fields.

Achievements/Tasks

- Extensive development experience with HTML/ HTML5, DOM, CSS/CSS3, JavaScript, Angular 10, Typescript

Automation Software Engineer

SpeechMorphing on behalf of GalilSoftware Full-time

11/2019 - 06/2020

Speech morphing is a personalized speech technology company on a mission to improve human-machine communications.

Achievements/Tasks

- Worked directly with the customer in USA.
- Testing websites, application and tools with different prerequisites (Automation and Manual testing)

SKILLS

Automation

.NET CORE 9

API

ASP.NET

C#

SQL

Docker

Azure

Postman

Angular

JavaScript

jQuery

Selenium

AJAX

Self-Learning

PROJECTS

FlowX App - Founder & Lead Developer (11/2024 - Present)

- Designed and developed a full-featured backend system using **.NET Core**, focused on digital document signing, client management, and lead tracking.
- Built and exposed **RESTful APIs** to power a React-based frontend, enabling users to sign documents, manage clients and leads, and create invoices.
- Integrated **session-based WhatsApp messaging** for automated updates and reminders via users' personal WhatsApp accounts.
- Implemented **Hangfire** to schedule and automate message delivery, enhancing lead engagement and increasing campaign efficiency.
- Designed and managed features for **lead tracking, campaign building**, and automated client communication workflows.
- Deployed the platform on **Azure App Service** for scalability and high availability, and used **Docker** for containerization and consistent deployment environments.

LANGUAGES

Hebrew

Full Professional Proficiency

Arabic

Native or Bilingual Proficiency

English

Full Professional Proficiency