

# Alaa Serhal

PRODUCT MANAGER - MUREX SYSTEMS

Beirut, Lebanon

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| 📱 AlaaSerhal

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## Experience

### Murex Systems, Information Systems Product Management

Beirut, Lebanon

PRODUCT MANAGER - TECHNICAL CONSULTANT

July 2020- Present

- Drive product development, vision, strategy, and execution for Murex testing suite (MTS) using Agile and Scaled Agile methodologies.
- Collaborate cross-functionally with product evolution, software development and quality assurance teams to identify and deliver new product solutions and enhance existing ones.
- Leverage beta testing, data analytics, and user research to identify and experiment with new formats and measurement methods to improve performance.
- Manage and prioritize the program backlog, understand customer needs and translate business requirements into technical specifications and design.

### Bayerische Motoren Werke AG - BMW

Munich, Germany

SOFTWARE DEVELOPER

Feb 2019- Aug 2019

- Developed multiple logistics robots that are currently deployed in different production plants and assembly lines.
- Collected and analyzed the plants' requirements for the robots' graphical user interface.
- Led the user interface team in developing the generic approach of the new user interface for all robots.
- Developed the Logistics Robotics Web-App to generate logs and statistics for all robots in operation.

### Lebanese American University - LAU

Byblos, Lebanon

COMPUTER LAB ASSISTANT

Sep 2015- Jan 2019

- Provided network and IT support for all computers in different labs.
- Debugged and repaired failed operating systems and programs, and configured "Cisco" and "Polycom" video conference equipment.

## Education

### Lebanese American University

Byblos, Lebanon

B.E. COMPUTER ENGINEERING

Sep 2015 - June 2020

## Projects

### SOS - Smart Obviation Sprinkler

CAPSTONE DESIGN PROJECT

- Scalable solution to prevent and extinguish fire, preserve appliances, increase triggering accuracy, minimize damages and reduce installation and maintenance costs.
- Reliable detection and localization of fire through computer vision, machine learning, object tracking, thermal, smoke sensors and a PID controller for precise fire extinguishing.

### SafeGo

CONGESTION MANAGEMENT AND COVID-19 TRACE APPLICATION

- Facilitates people's movements during the COVID-19 pandemic and provides a seamless digital tool to monitor places' congestion statuses by showing heat maps and congestion rates.
- Identifies nearby infectious individuals using BLE technology and warns users for any potential risks through push notifications.

## Skills

### Software and Hardware

PROGRAMMING LANGUAGES AND TOOLS

- Python - Java - PHP - HTML - CSS - Javascript - AJAX - jQUERY - SQL - MongoDB - Assembly - VHDL - Verilog - MATLAB - Git - ANGULAR - FLASK - SocketIO - TensorFlow - OpenCV - Linux(ubuntu) - Altera Quartus - Eclipse - Android Studio - OrCAD - Robotics Operating System (ROS) - JIRA
- Embedded Systems - Raspberry Pi - Arduino - PIC18F4550 - FPGAs - Microprocessors - Universal Robots Arm (UR10) - Encoders - Sensors - Depth cameras - Servo motors - Controllers - PLC
- Microsoft Office - Microsoft Power BI - Google CoLab - Adobe XD (UI/UX) - Adobe Premiere - Adobe Photoshop - Adobe Audition

LANGUAGES

- English - Arabic

## Certificates

- 2021 **Certified SAFe® 5 Agilist**, Scaled Agile Framework® (SAFe®)
- 2020 **Digital Marketing Specialist**, Fundamentals of Digital Marketing By Google Garage
- 2020 **Dean's Distinction List**, Lebanese American University - Engineering Department
- 2018 **Participant**, BMW and Splunk Hackathon
- 2015 **Official Member**, Institute of Electrical and Electronics Engineers (IEEE)