Bassam El-Naggar

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https://bassamelnaggar.com

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python, Ruby, SQL, HTML, CSS, C++
Frameworks: React, React Native, Next.js, Node, Django, Ruby on Rails
Developer Tools: Docker, AWS, GCP, Linux, Datadog, Figma, Launch Darkly

WORK EXPERIENCE

Babylist — **September 2025 – December 2025**
Software Engineer — Emeryville, California, United States

- Increased click-to-order conversion rate by >10%, driving >$1,000,000 in annual revenue by designing and shipping an easy add to cart flow, using Ruby on Rails and React with Typescript
- Drove >200,000 new reservations annually by building the Multi Record Your Purchase feature, using Ruby on Rails and React with Typescript
- Increased order conversion rate by >5% by building the Product Details feature, using Ruby on Rails and React with Typescript
- Owned projects from technical design to implementation and experimentation (A/B, etc) and collaborated with all stakeholders (product, design, etc)
- Reduced Sidekiq job runtimes and retry counts by >20% and >50% by refactoring and optimizing them, using Ruby, Sidekiq, and Datadog
- Implemented event tracking for all projects worked on, using React, Ruby on Rails, Avo, and Datadog

Babylist — **January 2025 – April 2025**
Software Engineer — Emeryville, California, United States

- Drove >500,000 new registry visits per month by building the registry QR Code feature, using Ruby on Rails and React with TypeScript and SCSS
- Increased annual revenue by >$1,000,000 by building several new affiliate partner integrations, using Ruby on Rails
- Decreased latency across several critical endpoints by >15% by optimizing the registry item endpoint, using Ruby on Rails
- Built asynchronous Sidekiq workers to reconcile purchase data, correcting >60% of erroneous user entries, using Ruby on Rails, Impact Webhooks and Sidekiq
- Drove >10,000 new registry visits per week by building the 'add a shower' feature, using Ruby on Rails and React, Storybook, and SCSS

theScore — **January 2024 – April 2024**
Backend Software Developer (Sports API) — Toronto, Ontario, Canada

- Decreased latency on >100,000,000 daily requests by >10% by investigating and shipping garbage collector tuning for the Ruby on Rails runtime
- Created an abstraction layer that integrated Google Cloud and allowed instantaneous switching between Google Cloud and AWS
- Wrote several GraphQL queries for improved performance
- Created dashboards on Splunk and Datadog to better monitor important endpoints

Pexhouse — **January 2022 – April 2022, May 2023 – August 2023**
Full Stack Software Developer — Bolton, Ontario, Canada

GrantMatch — **September 2022 – December 2022**
Software Developer — Oakville, Ontario, Canada

PROJECTS

RideSafe

- Built a socket-based server on an embedded device to stream real-time video with on-device object detection to a mobile application, using C++
- Developed the mobile client and designed a BLE-based protocol for proprietary data exchange, using C++ and React Native

Harmonize

- Built a full-stack social application enabling users to share music and profile themes, using Node, Express.js, and React
- Deployed on AWS EC2 with S3-backed image storage, using AWS EC2, AWS S3, and NGINX

EDUCATION

University of Waterloo — **September 2021 – (Projected) April 2026**
B.A.Sc of Computer Engineering — Waterloo, Ontario, Canada