Bassam El-Naggar

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https://bassamelnaggar.com

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python, Ruby, SQL, HTML, CSS
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

- Built the easy add to cart feature, increasing click-to-order conversion rate by >10% and driving >$1,000,000 in annual revenue, using Ruby on Rails and React with Typescript
- Built the Multi Record Your Purchase feature, driving >200,000 annual reservations, using Ruby on Rails and React with Typescript
- Built the Product Details feature, increasing order conversion rate by >5%, 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)
- Refactored and optimized multiple Sidekiq jobs, leading to a reduction in runtime and retries by >20% and >50%, 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

- Built the registry QR Code feature which led to >500,000 registry visits per month using Ruby on Rails and React with TypeScript and SCSS
- Built several affiliate partner integrations, increasing revenue by >$1,000,000 annually using Ruby on Rails
- Optimized the registry item endpoint, decreasing latency across all registries by >15% using Ruby on Rails
- Created two Sidekiq workers that automatically match order numbers to registrant and gift giver purchases which resulted in >60% of incorrect user entries being corrected using Ruby on Rails, Impact Webhooks and Sidekiq
- Built the 'add a shower' feature, driving >10,000 registry visits per week using Ruby on Rails and React with TypeScript, Storybook, and SCSS

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

- Investigated and implemented garbage collector tuning for the Ruby On Rails runtime that decreased latency by >10% on >100 M daily requests
- 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   May 2023 – August 2023
Full Stack Software Developer   Bolton, Ontario, Canada

GrantMatch   September 2022 – December 2022
Full Stack Software Developer   Oakville, Ontario, Canada

Pexhouse   January 2022 – April 2022
Full Stack Software Developer   Bolton, Ontario, Canada

VOLUNTEER EXPERIENCE

MSA at the University of Waterloo   January 2023 – May 2025
Vice President of Tech   Waterloo, Ontario, Canada

- Developed several core pages of the UW MSA website and mobile app using React Native
- Developed the backend users GraphQL API using JWT and TypeScript

EDUCATION

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