

Hossam Ahmed Omar El-Kashef

Manager - Portal and Web Development

Digital Solutions | Digital Transformation

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OBJECTIVE

Working on Digital Transformation for 5+ years with the market leads companies in the IT sector with 8+ years of total experience developing applications/solutions that make users' lives easier and turn customers' pain into gains, utilizing my technical and analytical skills for the growth of the organization as well as enhancing my knowledge of the latest trends in the IT sector, daily seeking new challenges.

EXPERIENCE

► **Etisalat UAE - Dubai**

(Dec. 2022, Present)

One of Etisalat UAE's Digital Transformation leads; my responsibilities:

- **Manager - Portal and Web Development**

(June. 2023, Present)

Working on a comprehensive solution and architecture to revamp and enhance the customer experience across the portal and mobile channels, designing a mobile-like experience or hybrid App solution to support the My Etisalat mobile app for e-commerce features using the latest technology stack and techniques like code-push, modularity, CMS headless, and Micro-frontend.

Collaborating with Microsoft, Azure, GitHub, Adobe, and WSO2 to transform the company's Digital stack.

Building a new portal team from scratch with the needed skills and experience, writing blue-prints front-end projects using Angular to be used across all channels and Apps, updating the company frontend stack from old and legacy stack to the latest technology stack, using CI/CD, and adding some automation to handle daily tasks like localization, App build, commit, push, version upgrading, deployments, testing, GitHub Actions..etc. and that impacted most of the key Apps, systems, and web channels for the company e.g.:

Etisalat Main Portal, Etisalat eShop (10+ modules), Etisalat online self-services, My Etisalat App, Content Management Systems, self-service kiosks, and more.

- **Team lead - Portal and Web Development**

(Dec. 2022, June. 2023)

Leading the portal team, discovering the current challenges, evaluating the team skills, working and supporting the team's needs, adding tools and systems that were not used before on the team; to enhance and accelerate the development process, controlling the source code, improving my team communications, and documentation for every project we have.

► **Etisalat Egypt**

(Dec. 2019, Dec. 2022)

One of Etisalat Egypt's Digital Transformation leads; my responsibilities:

• **Team lead - Portal and Web Development**

(Sept.2020, Dec. 2022)

Besides my task to build and lead the front-end team, I added great tools and systems that were not used before on the team; to enhance and accelerate the development process, control the source code, improve my team communications, and documentation for every project we have, and always working on improving my team tech. and personal skills as well.

• **Senior Angular Developer**

(Dec.2019, Sept.2020)

Revamp and update the company frontend stack from old and legacy stacks like AngularJs(v1), and Onsen UI(v1) to the latest tech. stack (Angular2+, Ionic2+, CapacitorJs, and adding some automation to handle daily tasks like localization, App build, commit, push, version upgrading, deployments..etc. and that impacted most of the key Apps, systems, and web channels for the company till now, e.g.:

Etisalat Main Portal, Etisalat eShop, Etisalat Sports, Etisalat Games, Etisalat Music, Etisalat Loyalty B2B Admin System, Etisalat Foundation, Etisalat TV (portal and smart TVs LG, Samsung), Etisalat Business, Payments, Etisalat News, Etisalat Islamic, Etisalat Vendor Management System(EVM), and more.

• **Digital Analytics & Insights team lead**

(Jan.2021, May.2021)

Leading Digital Insights function – build and lead the digital analytics team

► **Tech. Business Dev. Specialist and Full-Stack Dev. at MyJinni.**

(June 2019, Dec.2019)

Worked with the company within its foundation, participated in all the stages of their primary product, from the design to the deployment, worked on 3 web portals (2 admin portals and 1 customer portal) using Angular2+, and created the backend (NodeJS), participated as well in the deployment (AWS, Nginx).

► **Freelance Full-Stack Dev.**

(Aug.2017, Dec.2019)

Develop many projects like E-commerce, E-learning, Retail business, etc. web, and mobile Apps

EDUCATION

► **9-Month-Diploma Information Technology Institute (ITI) - Egypt - Excellent**

Open-Source Application Development

► **Bachelor's Degree Faculty of Engineering - Zagazig University - Egypt - 2015**

SKILLS

▶ Programming languages and Environments.

- JavaScript, TypeScript, NodeJs, C, C++

▶ Frameworks and Libraries

- Angular, Ionic, NestJS, ExpressJs

▶ Client-Side Technologies

- HTML5, CSS3, bootstrap, jQuery

▶ Linux

- Bash shell scripting, Red Hat administration

▶ DBMSs

- MySQL, Mongo DB

▶ Additional Skills & Dev tools

- Git, GitHub, GitHub Actions, BitBucket, ADO, GitLab, Jira, Trello, Slack, Confluence, Firebase, Google Analytics, Docker, CI/CD, Agile, OOP, Data Structure and Algorithms

▶ Business and personal skills

- High-performance Team Player, Leadership, Motivating others, Flexibility, Management, Problem-solving & Decision making, Communication and presentation

LANGUAGES

▶ English

▶ Arabic

