

Hany El Saydawy

Sr. Frontend Engineer

B.Sc. Management information systems

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Professional Summary

Senior Frontend Developer with over 10 years of experience specializing in UI/UX design, programming, and platform maintenance across diverse teams. Expert in creating high-impact user interfaces and streamlined user experiences, resulting in significant revenue generation. Proven ability to tackle complex projects with robust problem-solving skills and a commitment to excellence.

Core Competencies

- UI/UX Design & Product Development
- Multicultural Team Leadership
- Full-Stack Web Technologies & Frameworks
- Continuous Integration and Deployment
- Performance Optimization & Scalability
- Cross-Browser & Responsive Design

Technical Skills

- Frameworks: React.js, Redux, Node.js, Next.js
- Tools: Photoshop, Illustrator, Figma, Cypress, Jest, npm, Yarn, Webpack
- Systems: AWS, Docker, CI/CD
- Concepts: SEO, MVC, Agile Methodology, Analytics
- Languages: HTML5, CSS3, JavaScript, TypeScript

Experience

Paylane GmbH (Germany) - Full Stack Engineer

May 2025 – Present

- Design, develop, and maintain highly scalable frontend and backend components for our platform.
- Work closely with Product, Design, and Data teams to build features that streamline customer workflows and enhance insight delivery.
- Build and extend APIs and integrate with external data providers and third-party services.
- Ensure end-to-end quality with automated tests and performance tuning.
- Own parts of the infrastructure and deployment lifecycle (CI/CD, AWS).
- Collaborate in code reviews, architecture decisions, and design discussions.
- Prioritize security, compliance, and best practices in a fintech environment.
- Monitor, deploy, and manage infrastructure using AWS

Haykalah (Saudi Arabia) - Remote FullStack Technical Lead

Sep 2024 – May 2025

- Led the technical direction and implementation of AI-driven solutions and website development initiatives for clients undergoing digital transformation.
- Collaborated closely with a cross-functional team of designers, developers, and AI specialists to deliver high-impact digital products aligned with modern UX/UI standards.
- Worked hand-in-hand with executive leadership to define service offerings and product strategy, translating complex business needs into scalable digital solutions.
- Drove the adoption of best practices in frontend architecture, CI/CD, and component-based development while mentoring the team to deliver maintainable and efficient codebases.
- Spearheaded the design and development of client websites powered by cutting-edge AI integrations.
- Defined and implemented scalable service structures that support digital transformation objectives across industries.
- Bridged the gap between technology and business through strategic planning and iterative product development cycles.

OLX (Germany) - Sr. Frontend Engineer / Team Leader*Mar 2021 – Sep 2024*

- Fixly Team: Led the team to refactor the code base while making sure to add new features
- Service Team: Led a team of 2 direct reports in a mission to build the best user experience, creating a panel for service providers and service seekers, managing booking dates and requests using the latest technology stack (React, Typescript, GraphQL, Node, and Go lang)
- Buyer Team: ensure a smooth journey to the buyer's main touchpoints in our platform
- Using the latest tech stack and making sure the platform is always up-to-date and maintainable

Tradeling.com (Dubai) - Sr. Frontend Consultant*Sep 2020 – Feb 2021*

- Collaborated across teams to develop user-centric dashboards, contributing to major project milestones.

dubizzle.com (Dubai) - Sr. Frontend Engineer*Jun 2018 – Jun 2020*

- Collaborate with product managers, designers, and software engineers to analyze business goals and customer needs, formulate solutions to deliver a robust, scalable design vision for compelling user-facing products
- Orchestrated a new approach to assessing project requirements and objectives that helped prioritize the development activities and increased production releases by 20%
- Code design and configuration to produce high-performing, scalable, and secure modules.
- Revived the graphic standards and UX language guidelines, ensuring brand consistency
- Promote a collaborative work relationship among the backend and frontend engineers and the wider organization
- Pairing process and continuously researching new technologies for mobile web and other platforms
- Actively involved in scoping and planning work to develop A/B tests that measure users' satisfaction for the new features.

OLX (Dubai) - Frontend Engineer - UI/UX Designer*Jun 2015 – Jun 2018*

- Supporting the Global team to localize OLX Egypt and Emerging markets.
- Assessed website performance and applied enhancements to improve conversions.
- Implemented a new design for the Emerging Market website (MENA Region)
- Applied a new technique to support website RTL and introduced SASS instead of legacy CSS code.
- Created component-based UI, replacing legacy UI.
- Designed new payment flows and implemented them, and helped in translation and copywriting for Arabic.

dubizzle.com (Egypt) Frontend Engineer - UI/UX Designer*Jan 2014 - Jun 2015*

- Created A/B test and supported in-field user testing for the new features.
- Researched and implemented dubizzle framework UI and documentation guidelines.
- Support for marketing campaigns and social media by creating designs, and created a WordPress blog for dubizzle.

Benchmark Advertising (Egypt) - Interactive Team Lead*Jan 2011 – May 2013*

- Designed and implemented an interactive layout for E-detailing apps and websites on different devices for pharmaceutical companies like Novartis, Pfizer, etc...
- Applied best practices for Agile, Kanban, User Stories, Wireframe, and Acceptance criteria.
- Interacting daily with back-end/Mobile developers and medical advisors.

The Seven Layers (Egypt) - Co-Founder - Part-time*Sep 2010 – Dec 2013*

- Have a key role in management and planning discussions.
- Helped and guided the sales team for client acquisition while documenting all product knowledge.
- Mentored team members by sharing knowledge and insights on new technologies, ideas, and workflows to be up to date with the current state of design and Front-End, also giving help when needed.
- Mentored the team in Agile, Kanban, User stories, Wireframe, etc.

Crinel (Egypt) - UI Designer/ Digital Team Lead

Jul 2007 – Sep 2010

- Responsible for the design/development team on the Web/Mobile platform.
- Worked with stakeholders & project managers to evaluate & plan different projects.
- Mentored team members by sharing knowledge and insights on new technologies, ideas, and workflows to be up to date with the current state of design and Front-end.
- Advocated for best practices, standards, and performance best practices across projects.
- Helped in recruiting a digital team for the Cairo office.

Certifications

2005 B.Sc. Management Information Systems, General

El Shorouk Academy, Cairo, Egypt

Languages

Arabic - Native

English - Fluent

German - A1