Senior Software Engineer / Team Leader

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**Summary**

* **10+ years** of hands-on experience as a **Software Engineer**, building **full-stack**, **mobile**, **cloud**, and **AI-driven SaaS solutions** for modern **web** and **native** platforms.
* **B. Sc.** Computer Science and Mathematics
* Led development projects for **global companies** and **early-stage** **startups**, blending technical leadership with hands-on coding in both large-scale and **Agile** environments.
* Skilled in **Node.js**, **React**, Flutter, **TypeScript**, **Python**, **Tailwind CSS**, SCSS, Zod, tRPC, **REST APIs**, **JWT** Authentication, **MongoDB**, MySQL, **Redis**
* Experienced with **Objective-C**, Swift, **Java**, C#, J2ME, Symbian, **Android**, Windows Mobile, low-level JNI bridges **(C)**, OpenGL, BLE, JCGO
* Hands-on with **AWS** (EC2, Route53, S3, Lambda Functions, CloudFront, CloudWatch), **Docker**, **Kubernetes**, Git, Bitbucket, and **CI/CD** pipelines (Bitbucket Pipeline).
* Built AI-powered solutions leveraging OpenAI's **LLMs**, **Embeddings**, **Supabase**, and **RAG** pipelines, enhancing CRM **product** **intelligence** and real-time interactions.
* Hands-on, people-first leader. Led teams of **4 to 8 developers**, ensuring code quality and scalable systems.

**Experience**

2023 - Present **Product Developer / Software Engineer**, *SimplyStud.io - Cutting-edge SaaS application*

* **Technologies include:** Node.js, Express, React, Flutter, JWT, Zod, RabbitMQ, MongoDB, Redis (sessions), Python scripts, cloud infrastructure
* Designed and built both backend (**Node.js**, **Express**, **MongoDB**, **Redis**, **RabbitMQ**, **AWS cloud infrastructure**) and frontend (**Flutter**, **React**, **Tailwind CSS**, **TanStack React Query**).
* Delivered a production-grade **MonoRepo** setup for efficient development across services.
* **Integrated AI assistants** at the core of the **CRM** by using **OpenAI LLMs**, **RAG pipelines**, and **Supabase store embeddings** for intelligent, chat-based queries.
* Successfully launched with **beta users**, modernizing outdated competitor systems.
* Provided a robust **REST API** based on **Hexagonal architecture**, ensuring clean, maintainable code**.**
* Added **payment processing** via **NMI**, supporting recurring subscriptions, and also implemented **PayFac Integration** to enable sub-merchants' onboarding with the **KYC** process.
* Managed **AWS** cloud infrastructure with **EC2**, **Route53**, **S3**, and implemented **CI/CD** pipelines using **Bitbucket** and **Bitbucket Pipelines** for automated deployment.

2015 - 2023 **Senior Developer and Development Team Leader**, AdRabbit(TSXV: RABI)

* **Technologies include: Node.js**, **Express.js**, **React**, **Flutter**, **MongoDB**, **Redis**, RabbitMQ, HTML5/CSS3, Bootstrap 3, Joi (DTO validation), **Facebook Graph & Marketing APIs**, **Stripe**, **PayPal**, **Braintree**, **AWS**, Docker, **Bitbucket, Jest**
* Led a **4-person backend team** while remaining hands-on from design to production.
* Spearheaded the **SaaS product** from concept to launch, **delivering a multi-tenant platform** used by 3 thousands of small businesses.
* Architected a modular **REST API** with **Hexagonal architecture**, enabling rapid feature development and clean code separation.
* **Integrated** Facebook APIs to automate ad campaign creation, reporting, and optimization.
* Added **payment processing**, supporting recurring subscriptions and in-app purchases.
* Implemented **RabbitMQ** for asynchronous jobs, boosting throughput and system resilience.
* Automated deployments with **Docker** containers; established CI/CD using **Bitbucket Pipelines**.
* Managed the **cloud-based** application host on **AWS EC2 infrastructure.**
* **Built cross-platform customer apps** in Flutter and React PWA, improving user retention and engagement.

2013 - 2015  **iOS Developer**, Retalix (NCR) – **Tier-1** **retail point-of-sale (POS) on iPad**

* **Technologies include:** Objective-C, UIKit / Cocoa Touch, CoreData, SQLite, REST / JSON, SOAP, Git, JIRA, Jenkins, Retail peripheral SDKs (barcode scanner, receipt printer), Agile (Scrum)
* Core member of the **mobile POS team**, building a native **iOS** checkout solution deployed in leading global retail chains.
* **Built pixel-perfect POS** UI in **Objective-C**, replicating NCR workflows and optimizing for touch.
* Implemented secure internal **APIs** to back-end retail systems with offline-first caching.
* Designed the **Cold-Start provisioning** process to bulk-sync transactions and master data, reducing store rollout time by 60%.
* Added **real-time updates** for pricing and inventory via **push notifications** and background sync.
* Delivered features in **Agile** **sprints**, writing **unit** & **UI tests**, and participating in **code reviews**.

2004 - 2013 **R&D Manager**, Silent Communication – Cross-platform mobile telephony solutions

* **Technologies include:** C++, Symbian (S60/S40), Windows Mobile 2003/2005 (C# / Win32), J2ME, Android (AOSP 2.x), JNI bridges, OpenGL ES, Audio DSP, BLE, Trac
* **Led an 8-person team** while staying hands-on with **architecture, coding,** and **delivery.**
* Designed and shipped a **smart answering-machine app** from concept to production on Symbian, Windows Mobile, Java ME feature phones, and early Android devices - serving millions of users.
* Built a **cross-platform core** in **C++**, reducing time-to-market for new OS targets by 50%.

**Additional Experience**

* Led multiple **development projects** for **global companies**, specializing in **full-stack development**, **cloud architecture**, and **AI-driven solutions**.
* **Amdocs:** Developed full-stack solutions for the Connected Home initiative, **integrating IoT devices** for automation, security, video, and energy management.
* **Startup Advisory:** Provided hands-on **technical leadership** to **early-stage startups**, guiding them from MVP development to scalable production systems.
* **Cloud & SaaS Expertise:** Designed **cloud-native architectures**, leveraging **AWS, Node.js, React,** **Flutter,** and **MongoDB** to optimize system performance and scalability.
* **AI & Automation:** Built **AI-powered automation tools** for various business sectors, improving operational efficiency and customer engagement.

**Education**

**B. Sc. Computer Science and Mathematics**, Netanya Academic College

**Professional Skills**

**Core Technologies & Skills:** Node.js, TypeScript, React, TanStack React Query, Flutter, Objective-C, Swift, Java, Python, C#, C++, Vanilla JavaScript, Tailwind CSS, SCSS, Joi, Zod, tRPC, Jest, Symbian, J2ME, Android

**Databases:** MongoDB, MySQL, Redis, SQLite, Supabase (PostgreSQL), ElasticSearch

**Messaging & Streaming:** RabbitMQ

**Cloud & DevOps:** AWS (EC2, Route53, VPC, S3, Lambda, CloudFront, CloudWatch), Docker, Kubernetes, Ansible, Bitbucket Pipelines, GitLab CI/CD, Jenkins, Git

**AI & Data:** OpenAI LLMs, Embeddings, Supabase Vector Store, Retrieval-Augmented Generation (RAG) pipelines, Data Pipelines, Machine Learning Integrations

**Architectures:** Hexagonal Architecture, Microservices, Event-Driven, MonoRepo

**Other:** Payment Gateways (Stripe, PayPal, Braintree), Facebook Graph & Marketing APIs, Nuance TTS, BLE, OpenGL ES, JNI, Audio DSP, Retail Peripheral SDKs, OTA Update Pipelines, Functional Programming, System Design, Performance Optimization, SaaS Product Development

**Military Service**

Staff Sergeant, Medical Assistant in Elite Unit

**Languages**

**Hebrew** - Native I **English** - Fluent