Bara' R. Al-Etawi, BSc. Amman,

Jordan

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Passionate and results-driven AI Developer with proven experience building and deploying AI models using Generative AI (GenAI), large language models (LLMs), and neural networks. Skilled in Python, PyTorch, FastAPI, and ETL processes, with a strong focus on delivering AI-powered solutions that solve real business challenges. Adept at integrating GenAI into production systems for content generation, contextual understanding, and automation. Proven ability to collaborate with cross-functional teams to drive innovation. Eager to contribute to impactful AI projects that deliver measurable business value.

Professional Experience

Artificial Intelligence Developer, Realsoft for Advanced applications, Amman, Jordan **(08/2023-Present)**

- Applied Generative AI (GenAI) models in production systems to automate and enhance various development tasks, including intelligent content generation and contextual understanding across different projects.
- Collaborated on system designs where GenAI components serve as core engines for automating decision support, improving user experience, and enabling low-effort user interaction through prompt-based input.
- Integrated external AI services via APIs (OpenAI, Ollama, Hugging Face) to extend system capabilities with scalable and prompt-driven AI features.
- Designed and deployed chatbots using LLMs and Retrieval-Augmented Generation (RAG) with LangChain, enhancing contextual understanding and response quality.
- Built AI models for classification and regression tasks using PyTorch, achieving high accuracy through advanced feature engineering (TF-IDF, word embeddings).
- Developed Named Entity Recognition (NER) systems using large language models to improve user interaction and information extraction.
- Led data preprocessing pipelines including cleaning, normalization, and transformation to ensure high-quality inputs for model training
- Integrated vector databases (e.g., FAISS, Qdrant) to enable semantic search and retrieval in LLM-powered applications, improving relevance and speed in context-aware chatbot and recommendation system responses.
- Created and deployed FastAPI-based RESTful APIs for scalable AI model access and performance optimization.
- Ensured AI model deployment best practices, including version control, monitoring, and continuous improvement for enhanced model stability and accuracy.

- Built and optimized databases and schemas to handle complex data structures, ensuring smooth data flow and integrity.
- Designed and managed ETL workflows and schema models using SSIS and SQL Server for reliable and efficient data handling.
- Built SSAS cubes for multidimensional data analysis, enabling key business insights.
- Utilized SSIS to automate data integration workflows, streamline ETL processes, and handle large volumes of data across multiple projects.
- Collaborated closely with data scientists and business stakeholders to deliver tailored AI solutions with measurable business value.

Artificial Intelligence and Automation Trainee, Orange, Amman, Jordan   **(03/202308/2023)**

- Developed computer vision models dedicated to image classification and object identification.
- Utilized pre-trained models including VGG19, Inception, ResNet50, and MobileNet-V2 to leverage their advanced deep learning capabilities, enhancing the accuracy of image classification processes.
- Implemented various image preprocessing techniques to enhance the quality of input images, ensuring optimal performance and precise predictions of objects by the model.
- Demonstrated expertise in implementing computer vision algorithms and utilizing deep learning frameworks to achieve dependable and efficient image classification.
- Collaborated and engaged with AI engineers to refine model's architecture and enhance performance via iterative experimentation and fine-tuning.
- Spearheaded data scraping initiatives focused on extracting valuable information from social media platforms and utilizing Python libraries such as snscrape and Beautiful Soup.
- Built a robust data scraping pipeline that gathers data utilizing multiple criteria, including keywords, trends, hashtags, and posting times, resulting in a comprehensive dataset for in-depth analysis.
- Extracted essential data elements from social media posts such as descriptions, locations, postdates, reactions, comments, and more, providing valuable insights into user interactions and engagement in which it can be used in marketing and programming development.
- Conducted extensive data analysis to uncover meaningful patterns and insights, enabling data driven decision-making and strategic planning.
- Utilized sentiment analysis techniques using BERT to classify social media posts into positive, negative, and neutral categories enhancing understanding of user sentiment and perception.
- developed interactive dashboards for easy interpretation and exploration of the analyzed data findings and insights.
- Collaborated with cross-functional teams to align data scraping efforts with organizational goals and objectives, ensuring relevance and alignment with business needs.
- Implemented automation strategies to streamline processes, boost efficiency, and minimize errors.
- Developed and managed automation projects using UiPath Studio to automate repetitive tasks, resulting in significant time and effort savings.
- Integrated automation solutions with various IT systems and tools to enhance overall workflow and productivity.

AI, ML and Automation Research Associate, Faculty of Engineering, Al-Yarmouk University, Irbid, Jordan **(07/2022- Present)**

- Developed multi-threaded software for real-time simulation environments and cancer diagnosis projects.
- Built tools to enhance image segmentation and classification for medical applications.
- Researched and applied machine learning algorithms for automated data classification and input validation.
- Contributed to academic research through publications, poster presentations, and student mentorship in AI tools.

Computer Programming Tutor, Irbid, Jordan   **(08/2021-Present)**

- Mentored students in C++, C#, and Python, guiding them through assignments and project-based learning.
- Led group study sessions and designed custom practice exams to improve understanding and academic performance.
- Conducted study groups with a variety of students with different backgrounds and managed their performance.

Education

- *BSc, Computer Engineering.* Al-Yarmouk University, Irbid, Jordan   **(2018 - 2023)**

Certificates

- Google Data Analytics – professional certificate (8 - Courses):
    - Foundations: Data, Data, everywhere.
    - Ask Questions to Make Data-Driven Decisions.
    - Prepare Data for Exploration.
    - Process Data from Dirty to Clean
    - Analyze Data to Answer Questions.
    - Share Data Through the Art of Visualization.
    - Data Analysis with R Programming.
    - Google Data Analytics Capstone: Complete a Case Study.

- RPA Developer Foundation Course, UiPath (38h 25m)
  - Completed the comprehensive curriculum covering all aspects of RPA development.
  - I acquired practical knowledge in building enterprise automation projects using UiPath Studio, Robot, and Orchestrator.
  - Demonstrated proficiency in variables and arguments, control flow, UI automation, data manipulation, selectors, debugging, error handling, and more.
  - Successfully completed hands-on projects and assessments to reinforce learning.

Relevant Skills

- Neural Networks (CNNs, RNNs, LSTMs), Large Language Models (LLMs), Generative AI.
- Model Fine-tuning, Transfer Learning, Embedding Models.
- Vector Databases.
- PyTorch, TensorFlow, Keras.
- LangChain, Transformers (Hugging Face), Scikit-learn.
- RESTful API.
- Integration with OpenAI, Ollama, Hugging Face APIs.
- Data Integration and ETL Processes, Database Schema Design.
- Data Cleaning and Preprocessing.
- Data Visualization.
- Python, R, SQL, C++, C#.
- Quantitative and Qualitative Research.
- Problem-solving, Creative Thinking.
- Teamwork, Management Skills.