Curriculum vitae

PERSONAL INFORMATION

Firas Sleibi

📍 Dubai, United Arab Emirates

📱 +971 524219541

✉ firassleibi@gmail.com

http://www.firassleibi.com

Sex Male | Date of birth 8 Feb 1991 | Nationality Arabic Syrian

WORK EXPERIENCE

2015–Present — **Technical Head / Senior Software Engineer**
Doodle Worldwide DMCC, JLT (Dubai)
www.doodleworldwide.com

2011–2014 — **Application / Web Designer & Developer**
Reverya, Aleppo (Syria)
www.reverya.com

EDUCATION AND TRAINING

2010-2015 — **Bachelor of Information and Communication Technology Engineering**
Ebla Private University, Idlib
www.ebla-uni.edu.sy

2014 — **Certificate in CCNA Routing and Switching**
New Horizons Computer Learning Centers, Aleppo (Syria)
www.newhorizons.com

2004 — **Certificate in DELPHI**
Al-Nasser Computer Learning Center, Aleppo (Syria)

PROJECTS

Etisalat Marketplace Beacon Integration POC
Developed and integrated both Marketplace IOS/Android Applications with Estimote beacons, and participated in the POC tests.

Jana Craft Ecommerce website - Optimization and Payment integration
Applied Bug fixes ,Speed optimization, added new pages/features, installed SSL and Payment Gateway integration (Credit Card - PayPal) for Jana Craft website.
https://jana-craft.com

Drdashe Social Website and Smart Applications
Managed and developed website and Android/IOS Apps for Drdashe a social platform including all skills (Backend - API - UI/UX Development).

Website: http://drdashe.com
Android App : https://play.google.com/store/apps/details?id=com.tkniyaty.soory.soory
IOS App : https://itunes.apple.com/us/app/%D8%AF%D8%B1%D8%AF%D8%B4%D8%A9-drdashe/id1217377562?mt=8

Etisalat Birthday Platform

Managed and developed the project structure, landing pages and backend development.
My role as Technical Head managing the Marketplace Platform gave me the opportunity to manage and develop the Etisalat Birthday platform, Which offers Etisalat Users targeted gift deals on their birthday reached out by users Email/SMS.

Musicana Smart Applications Development / Backend Development

Musicana is a private application targeted to dedicated loyalty restaurant owners in UAE, designed to deliver to them wide collection of designated staff.

Managed the development of Musicana Apps, Developed the Android App, Designed database structure, Webservices including a CMS panel to manage the content of the Apps , App features :

- Gamification Features : to enhance user engagement.
- Push Notification : to send bulk notifications to users.
- CMS : All content of the app are changeable from a web interface.

Android App :

https://play.google.com/store/apps/details?id=com.firassleibi.musicana.musicana&hl=en

IOS App : https://itunes.apple.com/us/app/musicana/id1112153361?mt=8

5PL Solutions Website

A dynamic HTML5 - PHP - Wordpress responsive website for 5PL Solutions.

http://5plsolutions.com/

Higher Colleges of Technology Android Application & CMS

Managed the development of HCT Apps, Developed the Android App, Designed database structure, Webservices including a CMS panel to manage the content of the Apps , App features :

- Gamification Features : to enhance user engagement.
- Push Notification : to send bulk notifications to users.
- CMS : All content of the app are changeable from a web interface.

Android App : https://play.google.com/store/apps/details?id=com.hct.app.hct&hl=en

IOS App : https://itunes.apple.com/ae/app/hct-v2/id1120518634?mt=8

Etisalat Marketplace

Marketplace is one of Etisalat's project handled by Doodle Worldwide, it is a Voucher system which offer good deals, Handling the project now adding new features, enhancements on both web and Android/IOS App, developed new CMS, dealing with Mobile Credit Billing API, implemented Mobile Subscriptions/Deal of the Day system in both the web application and Apps, in addition to SOAP/REST API development and managing the Server maintenance and enhacements.

http://marketplace.etisalat.ae

Android App : https://play.google.com/store/apps/details?id=com.etisalat.marketplace&hl=en

IOS App: **https://itunes.apple.com/ae/app/etisalat-marketplace/id879526882?mt=8**

EDM html-ization

Html-izated responsive and high quality E-mailers for (Emirates Islamic - Emirates NBD - Etisalat Marketplace Emailers and Communications - Ajman Free Zone - Doodle Communications .. ETC)

Fiesta Lines Ecommerce Website

A n E-Commerce website developed using Magento platform, one of my projects I worked in Doodle.

http://fiestalines.com

Legend for Consultant Website

A dynamic HTML5 - PHP responsive website for Legend Co. a construction company based in Abu Dhabi , with a very flexible easy CMS.

http://legend-ae.com

Modern Area Website

A dynamic HTML5 - PHP responsive website for Modern Area. an interior design company based in Abu Dhabi , with a very flexible easy CMS.

http://modernarea.net

Cham Horizon Website

Wordpress website for Cham Horizon a company based in Singapore.

http://chamhorizon.com

Ajman Free Zone Landing pages

Responsible for the development and security of AFZ campaign landing pages.

https://ajmanfreezone.info

Virtuzone Landing Page

Developed Virtuzone responsive landing page a project handled in Doodle Worldwide.

http://www.vz.ae/leads/google

UAE Flag Day (PHP - MYSQL)

A UAE government website that holds a campaign reaching for the most numbers of flags,

Every user can plant a flag on the map using Geolocation techniques to plant a flag in the same users location, also the user has the ability to record a voice clip or record a video, both support desktop and Smartphone's.

map.uaeflag.ae

TV Management System (.Net Project - Android)

Control content of unlimited numbers of TV screens, using Android TV box,

Each TV is connected to a TV box which is connected to the network via wireless, a .Net web application handles the control of each screen connecting to an android application on the TV box.

Control Computer using an Android device Via Wireless Network, Final Project

The project consists of an Android application that can remote control computer by showing the computer screen instantly on the android device and control the computer by touch via a Wireless Ethernet Network that connects the Computer and the Mobile Device.

Electronic Restaurant Management System Project

The project is about managing restaurant orders and bill requests by an Android Application that is installed on Android Tablets fixed on the Restaurant tables.

Mobile Wireless Data Usage Calculator Project

An Android Application that calculates the user's data usage for certain Wireless Network chosen by the user to monitor the usage of data.

Institute Management Project

A Web Application designed to view the features of the institute and manage delivering the marks results to the students, The project was designed and developed using these techniques: HTML5, CSS, JQUERY, AJAX, PHP, MySQL

Electronic Hardware Project

An Electronic circuit that could be connected to a Computer via USB port,
the circuit consists of an Atmel AVR, FTDI chip, and a group of LEDs that represents the volume of the Computer sound.

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PERSONAL SKILLS

Mother tongue(s)   Arabic

Other Language(s)   English

Communication skills

- The role as Technical Head gave me the opportunity to enhance my communication skills by communicating, meeting and following up with major teams (Etisalat Team - TIBCO Team - HCT Team .. ECT)
- The role as Technical Head gave me the opportunity to meet up with technical teams, Managers from various number of industries.
- Received positive feedback regarding style and delivery of presentations at university, demonstrating robust oral communications skills
- The role of Website/Android Developer and showcased effective business writing skills when translating technical reports to ensure clarity and brevity for a non-technical audience
- Quickly built strong customer links resulting at Reverya, shown by increased sales proving ability to listen and understand customer needs
- Speed in information and idea delivery gained from experience in teaching students

Job-related skills

- Developed dynamic Android/IOS Mobile Applications
- Managing UNIX/LINUX Servers
- Handling new Digital projects including (Project Analysis, Structure Design, role distribution and outsourcing)
- Manage WHM Server and Cpanel accounts (Hosting)
- Applying security skills on both server/software layer
- Database Analyse & Design
- Develop secure SOAP/REST web-services
- Design Software architecture
- Developed dynamic Websites
- Developed Java Computer Applications
- Developed EDMs
- Perform Penetration testing
- Maintaining and fetching queries and reports from variant kinds of Databases
- Provided a connection structure between Mobile Applications and Websites
- Assisted in developing forms and verifying PHP coding prior to embedding in HTML
- Analysed and followed through to resolve error reports in a timely and efficient manner
- Experience linking payment APIs
- Experience linking mobile billing from credit API (worked on Etisalat API)
- Experience linking Etisalat Reward Points API
- Experience integrating mobile subscription system from mobile credit
- Experience dealing with SMS gateways

Computer skills

- Skilled in C, C++, C#, ASP.NET, Delphi, Java, Java for Android, PHP, HTML5, XHTML, CSS, JavaScript, JQuery, Bootstrap, Angular, Objective C, Swift for IOS, NODE JS, Python

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- Development Environments (XCODE - Android Studio - Java Eclipse - Visual Studio - PHP Storm - Zend - Dreamweaver - SoapUI .. ETC)
- Skilled in database design/development using Oracle 8i/9i (PL/SQL), MySQL , Microsoft SQL Server
- Servers Management and Administration
- Dedicated - VPS - Shared servers
- Domain registration - Transfer
- Magento, Wordpress, Vbulletin, Joomla, Script platform installation and development
- Electronic design software applications such as Eagle, Proteus
- Graphic design software applications such as Photoshop, CorelDRAW
- Popular software applications such as Word, Excel, PowerPoint, and Access as well as Internet research and communication tools

REFEREES

- Dr. Eng. Mouhamad Ayman NAAL
  College of Engineering, Dean
  Aleppo - Syria
  Tel: +963 966 539 799

- Prof. M. R. SABOUNI
  Professor of Electronics, Department of Informatics & Communications
  Aleppo - Syria
  Tel: +963 944 880 234

- Mr. Ali JABER
  Manager, Current Manager of Reverya Web Solutions
  Gothenburg - Sweden
  Tel: +46 727 60 90 23