

## PROFILE

### Education

B.Sc. in Computer Sciences,  
Hadassah College, Jerusalem,  
Israel, 1999 - 2003

### Languages

English, Albanian, Hebrew,  
Croatian. Intermediate French

- I'm an engineering manager with extensive experience leading teams, architecting technical solutions, driving the technical strategy and nurturing a healthy work environment.
- I've been doing this internationally, across multiple industries and organizations like: fintech, media, government, banking, recruiting, telecom.
- I care about cross-discipline alignment and candid collaboration within the team and with stakeholders, towards outcomes that address business needs.
- I enjoy mentoring developers, advocating for technical standards and best practices and translating business strategies towards deliverable outcomes
- I'm adaptable to shifting trends and strategies when defining transitional architectures and developing roadmaps with business and audience in mind

## EXPERIENCE

### WEALTHSIMPLE

Aug 2021 – Ongoing  
Remote, Toronto, ON

Wealthsimple provides powerful, forward-thinking financial tools trusted by millions of Canadians to help them grow and manage their money.

Technologies: AWS cloud services, TypeScript, React, GraphQL, Kafka

### Engineering Manager

I currently lead the Enablement Engineering Platform team at Wealthsimple, with the mandate of providing internal tools to support several groups of clients: Financial Ops, Client Success and Engineering. Focus on security, privacy and data integrity is paramount as we authorize and authenticate users + services to build and use tools that provide sensitive access to private client data.

#### Main responsibilities:

- Build, lead and support a team of engineers through hiring, coaching, mentoring and hands-on career development
- Work closely with R&D disciplines: product, design, engineering and stakeholders to enable sustainable and timely delivery of technical solutions that address business needs
- Facilitate cross-functional partnerships across multiple teams towards an alignment on desired goals and outcomes that can solve problems across our frontend and backend platforms, leveraging React libraries, Ruby microservices, sync and async data delivery via GraphQL and Kafka
- Advocate for (and implement) engineering best-practices and lead engineers to develop technical strategy that guides short and long-term plans
- Partner with other leaders in the organization to nurture a healthy and collaborative engineering culture

## CANADIAN DIGITAL SERVICE / SERVICE NUMÉRIQUE CANADIEN

Sept 2020 – Sept 2021  
Remote, Toronto, ON

The Canadian Digital Service teams up with federal departments and agencies to put people's needs at the centre of government services.

Technologies: AWS cloud services (RDS data storage, S3, queues, API gateways, Lambdas etc), Terraform, React, TypeScript, Next.js

## CBC

Feb 2016 – Sept 2020  
Toronto, ON

CBC is Canada's national public broadcaster, serving news, radio, sports, arts and more stories to over 18 million Canadians via [www.cbc.ca](http://www.cbc.ca)

Technologies for OTT:  
ASP .Net, C#, REST API, Redis, React.js, TypeScript, styled-system, Azure DevOps

Technologies for CBC.ca:  
Node.js, React.js,, REST API, GraphQL, Webpack, Jest/Enzyme, Storybook, Docker, Kubernetes, OpenShift, Akamai

## Senior Development Lead

I was originally hired as a Principal Developer, eventually moving to a management role, reporting to the Head of Software Development.

My primary responsibilities at CDS/SNC were:

- People management, mentorship and coaching, technical leadership and software development
- In addition to management tasks, I also acted as technical lead on the "GC Forms" product team that is helping the government move static forms online, in a secure, robust, accessible and usable way.
- I defined the technical architecture for the different parts of the system: form viewer, form builder and data management (storage, access, delivery).
- I selected the tech stack to leverage managed cloud services (AWS) for the backend and the open-source React framework Next.js on the frontend.
- I was also involved in the design system efforts that aim to guide the next generation of user experience for the Canadian government websites.

## Technical Team Lead, OTT Harmonization *(April 2020 - Sept 2020)*

- Provided technical leadership to the harmonization of [gem.cbc.ca](http://gem.cbc.ca) and [ici.tou.tv](http://ici.tou.tv) under a single, bilingual OTT tech stack to ingest, manage and deliver video

## Technical Architect, CBC.ca *(Feb 2016 - April 2020)*

- Served as the technical lead for the Web Experience team, responsible for development and maintenance of the dynamic content-feed for all of CBC.ca

Responsibilities for both roles:

- Map business requirements to technical ones to develop experiences for Elections, Olympics, and general product evolution guided by digital strategy
- Work with other architects for CMS, APIs, Streaming and Personalization to align on data architecture, datasets and schemas to integrate with the UI
- Bring unstructured ideas to life by maturing them into scalable prototypes in partnership with stakeholders
- Improve brand alignment by building a design system for all digital products via a shared component and brand library. Joint collaboration with senior management of Design, Communications, Marketing and Technology
- Support DevOps with CI/CD to host a high-performing and stable app
- Mentor, coach and advocate for best practices to build and deliver high quality products by collaborating with teams in Toronto and Montreal

## WORKOPOLIS

*June 2015 – Feb 2016  
Toronto, ON*

Workopolis (now Indeed) offered career solutions for employers and candidates

## SHAW MEDIA

*September 2014 – June 2015  
Toronto, ON*

Shaw's broadcasting division is now owned by Corus Entertainment

## CRITICAL MASS

*May 2014 – September 2014  
Toronto, ON*

## CBC MUSIC

*May 2013 – May 2014  
Toronto, ON*

CBC Music was a separate online digital music service, now known as CBC Listen

## VODAFONE NZ

*December 2012 – May 2013  
Auckland, New Zealand*

Vodafone is a large telecommunication company

## CENTRAL 1

*February 2009 – July 2012  
Vancouver BC*

Central 1 develops Canada's premier direct banking suite that is used by 300+ credit unions

## STARTUPS

### IDELIX/LAT49

*March 2008 – February 2009  
Vancouver, BC*

## Senior UI Developer

- Led the responsive redesign of the bilingual job-board with a membership area. HTML5, Sass, MVC .NET and JavaScript for UI and Wordpress VIP APIs
- Built configurable white-label job boards for corporate partnerships using Jekyll static page generator, React.js, Gulp, Sass
- Performed code reviews and led a weekly developer forum for sharing ideas

## Senior Web Developer

- Built new features and maintained websites for all TV channels such as Global TV, Slice, HGTV Canada, ET Canada, Food Network Canada, etc.
- Developed custom Ektron CMS widgets, tied with the MVC .NET backend via Razor view engine that rendered all UI templates built in Sass, HTML5 and JS
- Led discussions for coding standards and knowledge sharing

## Senior Developer (Agency contract)

- Worked with DeQue on a major accessibility project for CitiBank's rewards website, achieving WCAG 2.0 level AA compliance. Tested in JAWS, NVDA, VoiceOver

## Senior Mobile Web Developer

- Built a responsive website for CBC Music, doubling as a hybrid mobile app
- Developed the SPA using Backbone.js, RequireJS, jQuery, rendering the data retrieved from the REST API using Handlebars templates, HTML5 and Sass
- Used pub/sub patterns to pull audio data from a Node.js streaming service
- Configured Grunt for building and deploying the code that was versioned and hosted on GitHub. Automated frontend testing using QUnit and Selenium

## Senior Interaction Developer

- Redesigned the "Vodafone New Zealand" website from scratch, using Oracle Enterprise CMS, HTML5, CSS3 (Sass & Compass) and jQuery
- Designed data models for the CMS templates that allowed page creation using the module library, following the global Vodafone UI guidelines

## Senior Web Developer

- Developed and supported the secure and bilingual MemberDirect online banking framework. Credit unions had full customization abilities in terms of branding and features powered by a component library
- Coding of JSP pages using Java Taglibs, XHTML, CSS, JS
- Created and maintained Perl & XML templates for the TeamSite CMS, giving clients more flexibility in populating their banking websites

## Web Developer

Between 2004 - 2009, I worked at 3 startups as a developer and a designer:

- **Idelix** served map advertising as informative overlays, integrated with all

## **WORIO/FLIPBOARD**

*March 2007 – March 2008  
Vancouver, BC*

## **ANSWERS.COM**

*June 2004 – November 2006  
Jerusalem, Israel*

online Map providers. I used PHP & MySQL, XHTML, CSS and YUI

- **Worio** was a discovery engine acquired by Flipboard. It categorized and tagged the web via a proprietary Machine Learning algorithm. I built their recommendations website using Python, XHTML, CSS and JS
- **Answers.com** was an online information center that intelligently and automatically retrieved information from disparate sources and delivered them in a single consolidated view. I built the UI with Java, XHTML, CSS and JS

## **THE HEBREW UNIVERSITY OF JERUSALEM**

*June 2003 – June 2004  
Jerusalem, Israel*

### **Webmaster and IT support**

- Built websites for the professors of the Biochemistry department.
- Edited scientific publications submitted to journals like *Nature* and *Science*