

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 adapt 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 (fully remote)
- 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 senior leaders in the organization to nurture a healthy, productive and collaborative engineering culture, that thrives in a remote environment

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

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

WORKOPOLIS

June 2015 – Feb 2016
Toronto, ON

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

Senior Development Lead

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

Primary responsibilities:

- People management, mentorship and coaching, technical leadership and software development
- 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
- Defined the technical architecture for the different parts of the system: form viewer, form builder and data management (storage, access, delivery)
- Selected the tech stack to leverage managed cloud services (AWS) for the backend and the open-source React framework Next.js on the frontend
- Involved in the design system efforts aimed to guide the next generation of user experience for the Canadian government websites

Technical Architect and Team Lead, CBC.ca

- 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
- Also, provided technical leadership to the harmonization of gem.cbc.ca and ici.tou.tv under a single, bilingual OTT tech stack to ingest, manage and deliver video

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

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

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

WORIO/FLIPBOARD

March 2007 – March 2008
Vancouver, BC

ANSWERS.COM

June 2004 – November 2006
Jerusalem, Israel

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 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*