

PROFILE

Education

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

Languages

English, Albanian, Hebrew,
Croatian. Intermediate French

EXPERIENCE

CBC

*Feb 2016 – Ongoing
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: Node.js, React.js, Redux, REST API, GraphQL, Webpack, Jest/Enzyme, Storybook, Docker, Kubernetes, OpenShift, Akamai

- I'm a Technical Architect with an international experience building high-profile and high-traffic web applications for over 15 years, across multiple industries
- A facilitator, mentor for developers, advocate for technical standards and best practices, "translator" of business strategies to deliverable features
- Constant learner, leading with new technologies and skilled at having quality conversations, collaborating, influencing, and managing critical projects
- Adaptable to shifting trends and strategies when defining transitional architectures and developing roadmaps with business and audience in mind
- Involved with CBC groups: "Technical Leadership", "Improving Delivery", "Design Systems" and "Women in Tech". President's Award for "Team Spirit"

Technical Architect

- Serve as the technical lead for the Web Experience team, responsible for development and maintenance of the dynamic content-feed for all of CBC.ca
- Map business requirements to technical ones to develop experiences for Elections, Olympics, and general product evolution guided by digital strategy
- Work with architects of CMS, API and Machine Learning teams to align on data architecture, content datasets and schemas required 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 application
- Collaborate in an Agile way across the department by mentoring, coaching and advocating for best practices to build and deliver high quality products.

WORKOPOLIS

*June 2015 – Feb 2016
Toronto, ON*

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

Senior UI Developer

- Led the responsive redesign of the bilingual job-board with 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

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

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

THE HEBREW UNIVERSITY OF JERUSALEM

June 2003 – June 2004
Jerusalem, Israel

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

Webmaster and IT support

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