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As a technical architect with 8 years of experience, I don't just build features; I ship solutions. My focus is on using the right tools—from Full Stack Development to Generative AI—to solve real-world problems and deliver measurable results.

I thrive on turning complex challenges into elegant, high-impact systems. I'm at my best when I can own the outcome and help a team pioneer new frontiers in business value and technological innovation.

EXPERIENCE

Senior Software Engineer at Al Jazeera

Nov 2023 - Present

- Played a key role in developing and integrating **LABIB**, a proprietary foundational model (Python, Hugging Face, Llama, GCP). By focusing on the human element of the integration, we **transformed editorial workflows, saved reporters 20% of their time, and boosted video session length by 8%**.
- Orchestrated the migration to Mixpanel to deepen our user understanding, running **over 80 A/B experiments**. My philosophy is that a 100% success rate means you're not taking enough risks; our **55 winning tests** were proof that we were ambitious enough to find real breakthroughs.
- Led the migration of **40%** of our React components to TypeScript to enhance maintainability. This wasn't just a technical change; it was about improving the daily lives of my fellow developers, and it **significantly improved our developer experience (DX) and onboarding speed**.

Senior Software Engineer at Deel IT (formerly Hofy)

Dec 2021 - Nov 2023

- Focused on refining the self-serve onboarding experience to reduce high customer churn. By shaping a more intuitive user journey with React and Amplitude, we directly **reduced customer churn and cut support tickets by 25%**.
- Contributed to a critical re-architecture of our shipping microservice on AWS. As part of the team, I learned Go on the fly to help migrate our service from NestJS, which **improved scalability and cut operational costs by a massive 57%**.
- Mentored junior developers in a 3-month program to accelerate their proficiency in TypeScript and React. By focusing on our core product's complex **onboarding workflows**, I helped **shorten their ramp-up time and enabled earlier detection of misunderstandings**.

Software Engineer at Turing

Aug 2020 - Dec 2021

- Developed a key self-serve platform feature using **React** and **TypeScript** for the frontend and **Python (FastAPI)** for the backend. This empowered HR clients to curate and share developer profiles, directly **boosting client referrals by 15%**.
- Designed and deployed a full-stack internal newsletter platform using **Next.js**, **NestJS**, and **PostgreSQL**, hosted on **AWS**. The iterative process of building it, including using **MongoDB** for logging, was a key lesson in owning the outcome and led to a platform that **sends over 25,000 emails weekly**.

Software Engineer at Design With Friends

Dec 2018 - Aug 2020

- Architected an automated scraping microservice (Serverless, AWS Lambdas, TypeScript, Puppeteer) to eliminate costly manual data acquisition from major retailers. My optimized solution **completely eliminated the need for two full-time freelance roles**.

Software Engineer at CoderPad (formerly CodinGame)

Feb 2017 - Dec 2018

- Developed a bespoke internal tool (React, Node.js, Express) that automated critical sales workflows, **significantly boosting team efficiency**.
- Contributed to the migration of **30%** of the legacy AngularJS codebase to React, enhancing application performance and maintainability.

EDUCATION

MENA Startups Bootcamp

Sep 2015 - Dec 2016

Masschallenge, USA

During an intensive entrepreneurship bootcamp, developed **Jobzilla, a startup enabling global remote work for software engineers**. Gained firsthand experience in product ideation, market validation, and navigating early-stage startup dynamics, achieving initial traction before pivoting due to co-founder misalignment. This experience provided valuable lessons in resilience and business strategy.

Master's Degree - Computer Science

Oct 2010 - Jun 2015

National School Of Applied Sciences, Morocco

Completed a comprehensive curriculum in core computer science disciplines, including advanced algorithms, data structures, software engineering, operating systems, networking, database management, and distributed systems. Acquired specialized knowledge through coursework in game development, machine learning, and web technologies, with a strong emphasis on applying theoretical foundations to practical, project-based work.

SKILLS

- **Programming Languages & Frameworks:** Python (Hugging Face, Llama, FastAPI), Node.js, NestJS, JavaScript, TypeScript, React, Go, Next.js, Express.
- **Databases:** PostgreSQL, MongoDB.
- **Cloud Platforms & DevOps:** Google Cloud Platform (GCP), Amazon Web Services (AWS, AWS Lambdas), Serverless Framework.
- **Tools & Technologies:** Mixpanel, Amplitude, Puppeteer, SendGrid API.
- **Methodologies & Concepts:** A/B Testing, Data Analytics, Microservice Architecture, API Design & Integration, Web Scraping, Generative AI, System Design, Performance Optimization, Machine Learning.