Profile

- Name   Ismail Mechbal
- Age   33 Years old (1983)
- Address   Värtavägen 60 - 11538 Stockholm, Sweden
- Email   ismail@unik.ma

Personal Statement

Passionate human being, love to tackle difficult challenges and ride awesome waves.

Career History

Gymgo – Stockholm, Sweden

Co-Founder & Web Developer   - *May 2015 – Present*

Developing & Implementing Gymgo.se, a marketplace for fitness training in Stockholm.

In charge of SEO, Digital Strategy, Growth Hacking.

MyAppConverter ltd – London, UK

Web Project Manager & Team Leader   - *May 2014 – June 2016*

Leading a team of Ruby on Rails developers to build an MVP for MyAppConverter core business.

Running Lean Analytics to ensure a Product / market fit.

Setting up processes and tools to reach a strong Customer Service and Customer Satisfaction.

Growth Hacking during the early phase of MyAppConverter.

Unik Experience – Helsinki / Casablanca

Co-Founder & Business Development Manager   - *March 2011 – March 2014*

Creating a long-term value-relation with local and global customers as well as creating opportunities for growth.

Leading and assisting my team to deliver unique products with great experience.

Prototyping a high number of ideas, some of which were further developed.

Some amazing clients include: UN & Nokia.

Kuponium – Helsinki, Finland

UX & Drupal Developer - *April 2010 – January 2011*

Creating an engaging UX for Kuponium mobile Application & developing a Drupal backend.

SQLI – Casablanca, Morocco

Junior Project Manager & Drupal Developer - *September 2009 – March 2010*

Ensuring that the clients requirements are met, the projects are completed on time and within budget.

ELOG AB – Stockolm, Sweden

Usability Consultant - *January 2009 – June 2009*

Providing UX & Frontend development for a web application used by the International Union of Railways to create and deliver a usable IT system product used by several EU countries.

SAAB AB – Stockholm, Sweden

Usability Consultant - *September 2008 – December 2008*

Improving the user experience for the radar screen of the Gripen, a Swedish fighter jet.

Knowledge Values – Stockholm, Sweden

Usability Consultant - *September 2007 – March 2008*

Usability testing and functional testing for the Knowledge base software "Match", used by the third biggest bank in Holland.

Languages

- Arabic   Fluent
- English   Fluent
- French   Fluent
- Swedish   Intermediate

Qualifications and Schools

Award and prize of the best Business Plan   2010
From Helsingin Yrittäjät (Project named as Shopping buddy later Kuponium)

Master of Science: Human computer interaction   2009
From Uppsala University in Uppsala –Sweden

Bachelor of Business administration: Business information technology   2007
From Sunderland University in Sunderland – United Kingdom

General Skills

- Lean analytics, Project Management, Product Management, Business Strategy, Digital Strategy, Growth Hacking.
- Cloud Computing, IoT, Software Development.

Technical Skills

- Drupal, Wordpress.
- Ruby, Ruby on Rails, PHP, HTML5, Bootstrap, CSS3, Javascript, Jquery, Angular, Sidekiq, Redis, Elasticsearch, MySQL, PG.
- Linux, Docker, Vagrant, Ansible.
- SEO, SEM, Google Analytics, Mixpanel, Hotjar, Hubspot.
- Adobe Creative, Wireframe.
- Kanban, Scrum

Hobbies

- Surfing & Hiking
- Blogging on sboura.com
- Organising Ruby meetup for web developers in Casablanca since 2014