

# Mahmoud Yousif

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## SKILLS

**Languages:** HTML5/CSS3, SASS, Node.js, Javascript, Typescript, Java, Python, GraphQL

**Databases:** PostgreSQL, MySQL, DynamoDB, Redis, MongoDB, Apache Kafka

**Frontend:** React.js, react-router, Angular.js, Next.js, MOBX, Redux, Java Servlet Pages, Webpack, Esbuild, Vite

**Backend:** Express.js, graphql, prisma, sequelize, koa

**Testing:** jest, react-testing-library, cypress.js, cucumber, artillery.js

**Cloud Services:** AWS, Vercel, Digital Ocean, Heroku, Netlify

## EXPERIENCE

### Capabl

May 2023 – Nov 2024

Technical Co-Founder

Brooklyn, NY (remote)

*Capabl is a Shopify application that provides e-commerce merchants with greater visibility into their fulfillment pipeline by analyzing order data to assess logistics partner performance.*

- Sole engineer responsible for **system-wide architecture, guiding project direction, solution implementation, and technology choices.**
- Led major refactors across the stack while maintaining legacy components through carefully planned migration strategies.
- Designed and implemented an **event-driven data pipeline** using **Apache Kafka**, improving scalability and optimizing data ingestion and analysis.
- **Strengthened data privacy and compliance** by implementing sanitation practices to **exclude sensitive customer data** from core analysis.
- Developed a pipeline of **multi-threaded worker applications** to enable non-blocking processes, resolving performance bottlenecks in data analysis.
- **Implemented SSO authentication leveraging third-party authentication flows** to verify request origins securely.
- **Managed Shopify app** listing by automating alerts and updates to ensure compliance with Shopify's quarterly API changes.
- **Led vendor evaluation meetings** to assess **third-party proposals based on cost, maintenance schedules, feature roadmaps, and service-level agreements.**

### Direct Wines

Apr. 2023 – Apr. 2024

Senior Frontend Developer

Norwalk, CT (hybrid)

*Direct Wines' parent company, Laithwaites, has been in the wine industry for over 100 years and was an early adopter of e-commerce, developing both DTC and B2B business lines.*

- Led the continued development of a white-labeled online marketplace, serving prominent clients such as **The Wall Street Journal, National Public Radio (NPR), and National Geographic.**
- Spearheaded modernization efforts by migrating legacy components **using a micro-frontend pattern** to minimize disruptions to the UX.
- **Optimized Javascript bundles** for React applications by **replacing Webpack with Vite and esbuild**, resulting in a smoother development experience and smaller bundle sizes.
- Improved search engine performance by **4-6%** through **screenreader-friendly UIs**, leveraging ARIA attributes to expose more keywords.
- **Developed a command-line interface (CLI)** tool to streamline development workflows, including **versioning automation, third-party CMS integrations, and project template generation.**

- **Conducted regular workshops that had up to 15 developers in attendance.** Discussing **modern javascript practices, typescript tutorials**, tricks to avoid expensive javascript implementations, **CSS/SASS tips & tricks**, and various frontend best practices.

**TrueML** (Formerly known as TrueAccord)

Jul. 2020 – Aug. 2022

Senior Software Engineer (Frontend Technical Lead)

Brooklyn, NY (Remote)

*TrueML is a Silicon Valley startup revolutionizing the collections industry by digitizing a traditionally offline sector. The company has managed over \$100M in debt and is on track to becoming the foremost authority in collections.*

- Served as the **Technical Lead** on a front-end focused team whose main responsibility was to refactor the flagship software product.
- Designed and implemented **new core API services to enhance load times and performance**, introducing session management and caching supported by **AWS ElastiCache**.
- **Developed a PCI-DSS compliant payment portal** and improved code re-usability through scoping payment logic to reusable React components.
- Collaborated with product stakeholders and designers to optimize UI/UX, leading to a **14% increase in debt resolution and an 8% boost in user conversions (closed accounts)**.
- **Built an internal experimentation infrastructure**, enabling **non-technical stakeholders** to design and **launch product experiments**.
- Developed a framework for **tracking user interactions, segmenting user cohorts for UI tests, and implement Conversion Rate Optimization techniques**.
- **Led ADA compliance efforts** by implementing developer tooling to **identify and resolve accessibility violations** in the **developer & CI environments**.
- Enhanced in-house CMS functionality to **support content editors in improving email & SMS accessibility** for users with visual and auditory impairments.
- **Recruited, on-boarded, and mentored junior engineers**, delegating tasks and providing guidance on solution proposals.

**Haute Hijab**

Oct. 2018 – Apr. 2020

Founding Software Engineer

New York, NY

*Haute Hijab is the #1 seller of hijabs in the United States, generating over \$3M in annual revenue through a loyal, community-driven customer base.*

- Designed and implemented new user-facing and internal features for the Shopify store, including **order return portals, up-selling tools, usage analytics, and enhanced product search** by attribute.
- Improved e-commerce analytics by capturing key user interactions, such as **add-to-cart events, checkouts, discount applications, abandoned carts, and various page views**.
- Developed an **internal Shopify app** for the content team, **enhancing image quality before uploading** to Shopify.
- Led the **migration of the Shopify store to a headless React web store**, improving performance and flexibility.
- Overcame Shopify editor limitations by **building internal tooling that enabled product upsells within blog articles**, increasing conversion opportunities.
- Created a custom **Shopify integration with Google Shopping**, syncing product data between platforms and **generating approximately \$10K in monthly revenue** from search engine conversions.
- Designed **ETL pipelines** to integrate data from **Shopify, Google Analytics, and inventory/fulfillment systems**, enabling **advanced sales and logistics analytics**.

## EDUCATION

**Salisbury University**

Jan. 2013 – May 2018

Bachelor of Science in Computer Science and Mathematics

Salisbury, MD

- **Coursework:** Data Structures, Algorithms, Databases, Software Engineering, Machine Learning, Networking