Mohammed Rabay'a

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A passionate problem solver with 7+ years of experience working in UX and traditional development. Highly skilled in designing & developing interactive and data-driven experiences for both web & mobile platforms.

Experience

Cura Healthcare

Senior Front-end Engineer, *June 2021 — Present*

Overseeing Cura's consumer facing web products and guide a long-term vision product technical roadmap.

- Researching new technologies to adapt, identify and learn best practices and provide technical guidance to other team members.
- Established and published a cross-platform SDK using state-of-the-art technologies serving thousands of active users while securing all software requirements.
- Responsible for conducting code reviews, providing feedback to other engineers, maintaining coding standards and controlling technical debt.
- Guiding product development road map in line with company priorities to anticipate and solve future challenges effectively.
- Conducting competitive technical interviews to attract and retain various level of new engineering hires.

Product Designer | Engineer, *Nov 2016 — June 2021*

Worked closely with team-leads to design and develop end-to-end flows and experiences for our platforms.

- Worked with engineers on developing user-interfaces and integrating AI services for multiple native mobile apps.
- Developed multiple interactive cross-browser web-apps, dashboards and localized websites that increased customer engagement with the app by 20% due to more user-friendly features.
- Designed and built customized landing pages using Unbounce.com increasing conversation rate by 218%.
- Collaborated with marketing team to create assists for several social media campaigns and conferences.
- Led a complete logo redesign to build a new brand identity, guidelines, strategy, with all needed graphic resources.
- Created a new email design system with customized newsletters, dynamic content and templates on sendgrid.com.

Plexable

Front-end Engineer, *June 2015 — Nov 2016*

- Wrote optimized and well-documented code for multiple websites to ensure their ease of use and modification.
- Developed an e-commerce website using Magento to include a custom design, additional features, and capabilities resulting in a 118% increase in sales.
- Collaborated with UX/UI designers to build and deliver carefully studied products for high-profile clients.
- Advised design team on comprehensive solutions for streamlined, user-friendly interfaces.

Education

Bachelor's Degree   Computer Science, Al-Zaytoonah University of Jordan — Amman, Jordan

Skills & Others

UX / UI Design	Information Architecture	Web Development	Google Analytics	Google Search Console
Technical Product R&D	Technical Roadmaps	SDLC	Agile Project Managment	SaaS Solutions
Branding	Quality Assurance	Digital Marketing	Product Lifecycle	Troubleshoot & Debug

Technical Skills   Proficient in Design and Prototyping tools, specifically: Figma/Sketch/Invision/Adobe Suite (PS, AI, XD)

Strong technical background in Web/Mobile Development: React.js, Xamarin, React Native, Ionic 5, PHP, Swift, Git, SQL

Certificates   Google UX Design Certificate - Ongoing

Additional experience, projects, and references are available upon request.