Mohammed Rabay'a

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Self taught software engineer with 9+ years of experience delivering immersive user experiences and interface products. Highly skilled in designing and building interactive and data-driven platforms for both web and mobile with proven success in leading tech start-ups.

EXPERIENCE

Rodeo Software

Senior Software Enginner, *January 2023 — Persent*   *Amsterdam, Netherlands*

- Spearheaded the creation and implementation of a comprehensive design system component library, ensuring consistency and efficiency in UI development across multiple projects.
- Integrated design system components seamlessly into product redesign process, resulting in improved usability, accessibility, and overall user satisfaction.
- Designed and developed a project management planning module, streamlining project workflows and enhancing team collaboration, resulting in increased productivity and project success rates.
- Played a pivotal role in the reorganization and separation of concerns within a highly coupled codebase, improving maintainability and scalability while minimizing code complexity and dependencies.
- Implemented robust authentication and security measures to eliminate vulnerabilities within single-page applications, ensuring data integrity and user privacy using Auth0

Cura Healthcare

Senior Front-end Engineer, *June 2021 — December 2022*   *Amman, Jordan*

Pioneered establishment of multiple product lines as a founding engineer, playing a pivotal role in product design and development.

- Researching new technologies to adapt, identify and learn best practices and provide technical guidance to other team members.
- Led migration of software services and chat systems from native mobile to cross-platform **SDK** using Ionic 5 for high-value clients in Saudi Arabia, serving thousands of monthly active users while securing all software requirements.
- Responsible for conducting code reviews, providing feedback to other engineers, maintaining coding standards and controlling technical debt.
- Lead the formulation of frontend development strategies for multiple projects in accordance with company objectives, proactively addressing and resolving potential challenges, while overseeing the migration of the company's web app to Next.js.
- Conducting competitive technical interviews to attract and retain various level of new engineering hires.

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

- Deliver complex user-interfaces and integrating AI services into existing chat-system in 4 different native mobile apps using Xamarin.iOS and Xamarin.Android.
- Led development of several cross-browser management dashboards, empowering efficient control and maintenance of multiple product functionalities through a user-friendly interface.
- Designed and developed the company's portfolio entirely, employing custom WordPress templates for enhanced functionality and tailored aesthetics.
- Designed custom landing pages for several campaigns 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.
- Established a complete email design system with custom newsletters, dynamic content and email templates on sendgrid.com to serve thousands of active users.

Plexable

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

- Wrote optimized and well-documented code for multiple websites (clients) 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.
- Developed and maintained agency's portfolio with Angular.js and Wordpress API.

EDUCATION

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

Courses   Google UX Design Professional Certificate (1) (2) (3)

SKILLS & OTHERS

Technologies   React.js, Next.js, Typescript, Node.js, Xamarin (iOS, Android), React Native, CSS (SASS), Styled-Components, Ionic 5, PHP, Swift, Java, Git, SQL (Postgres, mySQL), MongoDB, GCP, CI/CD, E2E (Cypress), Unit Testing (Jest), Scrum.

Design Tools   Figma/Sketch/Invision/Adobe Suite (PS, AI, XD)

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