

Mohammed Magdy Ismael

Senior Frontend Engineer L2

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SUMMARY

Highly skilled and collaborative Frontend Software Engineer with 8 years of experience specializing in developing and architecting React web applications and packages. As a team tech owner in a multinational organization, I am dedicated to leveraging cultural diversity and driving proactive decision-making. I foster an open and inclusive environment that encourages productive discussions.

Known for my adaptability and eagerness to take on challenging projects, I thrive on pushing the boundaries of front-end web development to deliver beautiful and innovative solutions. With a broad knowledge of various development domains, I adopt a T-shaped approach, enabling effective communication and collaboration with cross-functional teams to achieve optimal outcomes.

TECHNICAL SKILLS

HTML	MongoDB	Data Structure	Azure DevOps
CSS	SQL	Algorithms	Jenkins
SCSS	GraphQL	Jira	SDLC
Styled components	React Native	Illustrator	NPM
JavaScript / ES6	JSON	Photoshop	Linux
Storybook	React Testing	Figma	Webpack
Reactjs	TDD	Google Analytics	NodeJS
Hooks	Unit test / Jest	Mixpanel	ExpressJS
NextJs	Git	Raygun	TypeScript
SSR	Lerna	AWS	AWS S3
Redux	Monorepo	CDN	AWS Gateway
SCRUM	Agile	SOLID	ASP.net
	REST	OOP	Entity Framework

EXPERIENCE

Senior Frontend Engineer L2

Vezeeta . Full-time

Feb 2024 - Present Cairo, Egypt

As a Frontend Developer at Vezeeta, a patient-centric digital healthcare platform revolutionizing outpatient care globally, I have contributed to several impactful projects: (All the following accumulated through 5 years)

- Vezeeta Payment Portal (Rewrite Project)
- Vezeeta Pharmacy MarketPlace
- Vezeeta Offers Squad (www.vezeeta.com/en/offers)

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- Vezeeta/HIS Integration for Saudi Arabia Hospitals
 - Vezeeta Practice Management System (Doctors/Clinics Management System)
 - Vezeeta Pharmacy Marketplace
 - Vezeeta IMS (Integrated Management Systems) for Pharmacy Stock/Orders Management
 - Speed Up Pharmacies integrations using NLP-based method provided by OpenAI (Embeddings)
 - OpenAI (GPT/Assistant API) integration (Call Center Operator, Explicit Content Filtering)
 - Vezeeta Article (performed this project as Full Stack React/ASP.net)
 - Vezeeta Web SEO Enhances

In these projects, my primary responsibilities included:

- Acting as a squad technical owner, collaborating with technical teams and product managers to gather requirements, identify tasks, align estimates, and ensure timely delivery with SCRUM/Kanban methodologies.
- Working on both client and server-side applications.
- Leading and mentoring junior and mid-level engineers, conducting code review meetings and technical discussions to promote best practices.
- Optimizing web application performance and user experience through effective communication with Operation and R&D teams.
- Implementing UI styling best practices to enhance application responsiveness and accessibility.
- Developing fully customized UI components aligned with the Vezeeta experience.
- Utilizing Raygun as a bug tracer to identify and resolve production-based issues.
- Improving system performance and scalability by identifying complex issues, developing efficient solutions, and implementing them permanently.
- Establishing CI/CD pipelines for frontend components using Azure DevOps/Jenkins/ArgoCD to streamline deployment processes.
- Developing Vezeeta Practice Management System (B2B) to enhance clinics' and entities' experience in managing patient details, bookings, financial reporting, and more.
- Integrating projects with Firebase (Remote Config) to implement feature flags.
- Enhancing loading and interactivity performance of user pages.
- Increasing user engagement with the web application by 30% per month, measured through event trackers.
- Practicing Test Driven Development by writing unit tests using Jest for component development.
- Ensuring security and privacy measures are maintained to protect user information throughout their journey on the web application.
- Maintaining a consistent coding productivity of 8 hours per day, reflected in my GitHub account.
- Implementing responsive websites, including Vezeeta Offers Product (www.vezeeta.com/en/offers), resulting in approximately 18,500 bookings in Egypt and KSA since launch, a bounce rate of 56% in KSA and Egypt, and a conversion rate of about 4.94% in Egypt.
- Increasing bounce rate on Practice Management project by +15% (tracked with Mixpanel).
- Regarding introducing INP instead of FID, I worked on enhancing the INP vitals starting from about 66k bad urls reaching to 14k targeting the important URLs that concern organic traffic.

My technical skills include:

- Proficiency in both client and server-side applications.
- Strong knowledge of SCRUM/Kanban methodologies.
- Experience with Azure DevOps, Firebase, Raygun, and Jest.
- Strong problem-solving skills with a focus on developing efficient and permanent technical solutions.
- In-depth knowledge of UI styling best practices.
- Extensive experience in developing responsive websites.
- Strong expertise in improving web application performance and scalability.
- Track record of developing and maintaining secure and privacy-oriented web applications.

Senior Frontend Engineer L1

Vezeeta . Full-time

Feb 2023 - Feb 2024 Cairo, Egypt

Frontend Engineer L2

Vezeeta . Full-time

Jan 2022 - Feb 2023 Cairo, Egypt

Frontend Engineer L1

Vezeeta . Full-time

Jan 2019 - Jan 2022 Cairo, Egypt

R&D Engineer

DevisionX . Full-time

July 2017 - July 2018 Cairo, Egypt

- Developed web applications using React to support machine learning systems focused on AI vision inspection and OCR (Optical Character Recognition).
- Utilized CNN (Convolutional Neural Network) trained models to extract National ID information from photos, enabling accurate detection.
- Achieved high accuracy in Arabic letter segmentation for OCR system, contributing to improved text recognition in Arabic language documents.
- Implemented a reporting system and data warehousing solution to fulfill industrial requirements, facilitating efficient data analysis and reporting.
- Enhanced and generated datasets for training purposes, ensuring the availability of high-quality data for machine learning models.
- Collaborated with customers to understand their specific needs in industrial applications, delivering tailored image processing algorithms and solutions.
- Analyzed project requirements and developed application and algorithm development frameworks and environments.
- Defined solution architectures and documented interface, application, and hardware requirements.
- Created software and hardware development plans, integration plans, test plans, test cases, and acceptance criteria.

EDUCATION

B.Sc. in Computers & Systems Engineering, Mansoura University, Egypt (2014)

LANGUAGES

English

Proficient



Arabic

Native



French

Intermediate



PORTFOLIO

Check My Portfolio <https://github.com/mohammedmagdyismael>

PERSONAL INFORMATION

Birthdate 23 January 1992
Military Status Completed (04/2017)
Marital Status Single

ACTIVITIES

- Padel Player
- ASME Member (American Society of Mechanical Engineers)
Student Conference Committee Chair- Mansoura Section
- ROV Competition (2012,2013 - Computer Vision and Controlling System)
- MineSweepers Competition (German University In Cairo & IEEE) (Controlling Quad-Copter)
(2014 - Team Supervisor)
- IEARN Active member (2006-2010)
- SIFE (Enactus) Mansoura member (2010-2011)
- ROBOTRICKS – Faculty team for Engineering Activities (2012-2013)
- Scientific Community of Computer and Control Department (2012)
- IRC International Competition (2013 Qualifications)
- Machine Vision Instructor - Faculty Of Engineering (Mansoura University)