

Mohammed Magdy Ismael

Senior Frontend Engineer L2

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SUMMARY

Highly skilled and collaborative Frontend Software Engineer with 7 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	OOP
CSS	SQL	Algorithms	Azure DevOps
SCSS	GraphQL	Jira	Jenkins
Styled components	React Native	Illustrator	SDLC
JavaScript / ES6	JSON	Photoshop	NPM
Storybook	React Testing	Figma	Linux
Reactjs	TDD	Firebase	Webpack
Hooks	Unit test / Jest	Google Optimize	NodeJS
NextJs	Git	Mixpanel	ExpressJS
SSR	Lerna	Raygun	TypeScript
Redux	Monorepo	AWS	
SCRUM	Agile	CDN	
	REST	SOLID	

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:

- Vezeeta Payment Portal (Rewrite Project)
- Vezeeta Pharmacy MarketPlace
- Vezeeta Offers Squad (www.vezeeta.com/en/offers)
- Vezeeta/HIS Integration for Saudi Arabia Hospitals

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- 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)

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).

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)