

Mohammed Magdy Ismael
Senior Frontend Engineer

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Professional Summary

Innovative and results-driven **Senior Frontend Engineer** with **8+ years of experience** specializing in **React web development**, **AI integration**, and **scalable web solutions**. Proven track record of delivering high-impact projects in healthcare, fintech, and e-commerce. Skilled in leading cross-functional teams, optimizing system performance, and integrating cutting-edge technologies like OpenAI and machine learning. Passionate about building inclusive, user-friendly applications and mentoring engineers to achieve technical excellence.

Work Experience

Senior Frontend Engineer L2

Vezeeta | Cairo, Egypt
Feb 2024 – Present

Key Projects:

- **Vezeeta Payment Portal (Rewrite Project):** Redesigned and implemented a centralized payment solution for seamless payment integrations.
- **Vezeeta Pharmacy Marketplace:** Developed a platform for pharmacy stock and order management, improving operational efficiency.
- **Vezeeta Offers Squad:** Built a user-friendly interface for promotional medical offers, enhancing customer engagement.
- **Vezeeta/HIS Integration for Saudi Arabia Hospitals:** Enabled seamless data exchange between Vezeeta and hospital information systems.
- **Vezeeta Practice Management System:** Created a comprehensive system for managing doctors and clinics.
- **OpenAI (GPT/Assistant API) Integration:** Integrated AI for call center operations, explicit content filtering, and ePrescription itemization using OCR and Assistant API.
- **Vezeeta Pharmacy System (VPS):** Streamlined pharmacy operations through automated stock updates and order management.
- **Vezeeta Article:** Executed back-end tasks using ASP.net to enhance the platform's content management capabilities.

Key Responsibilities & Achievements:

- **System Performance & Scalability:** Improved system performance by troubleshooting complex issues and implementing efficient, permanent solutions.
- **Centralized Payment Solution:** Developed a new centralized payment solution to streamline all payment integration methods.

- **User Experience Optimization:** Collaborated with **Operation** and **Marketing** teams to optimize web application performance and enhance user experience (UX).
- **Technical Leadership:** Demonstrated initiative in advancing technical skills to optimize frontend development processes and mentor junior engineers.
- **Agile Practices:** Applied **SCRUM/Kanban** methodologies to streamline project delivery and improve team productivity.
- Led the development of key projects, including **Vezeeta Payment Portal**, **Pharmacy Marketplace**, and **OpenAI GPT/Assistant API integration** for call center operations and content filtering.
- Improved **Core Web Vitals** metrics:
 - **INP:** Good URLs increased from 47.65% to 64.25%; Bad URLs reduced from 31.55% to 13.6%.
 - **LCP:** Good URLs increased from 74.87% to 83.22%; Bad URLs reduced from 10.89% to 6.67%.
 - **CLS:** Good URLs increased from 87.99% to 91.71%; Bad URLs reduced from 7.89% to 4.7%.
- Automated **Pharmacy Stock Updates** using **AWS (SES, Lambda, S3)**, reducing manual effort from **5 hours to 15 minutes**.
- Migrated from **CRA (Create React App)** to **Vite** and deployed web apps on **EKS (Elastic Kubernetes Service)**.
- Enhanced **SEO** and **user experience** by optimizing page performance and implementing advanced UI design concepts.
- Mentored junior engineers, ensuring adherence to technical standards and best practices to deliver complex projects on time using **Agile methodologies**.
- Utilized **Raygun** for bug tracking and **Mixpanel/Google Analytics/Google Tag Manager** for event tracking and user behavior analysis.

Senior Frontend Engineer L1

Vezeeta | Cairo, Egypt
Feb 2023 – Feb 2024

- Spearheaded the development of **Vezeeta Practice Management System** and **Pharmacy System (VPS)**.
- Integrated **OpenAI Embeddings API** to streamline pharmacy onboarding using NLP-based methods.
- Implemented **feature flags** using **Google Firebase** for controlled feature rollouts.
- Collaborated with cross-functional teams to deliver projects using **SCRUM/Kanban** methodologies.
- Ensured **security** and **privacy** of user data across all applications.

Frontend Engineer L2

Vezeeta | Cairo, Egypt
Jan 2022 – Feb 2023

- Contributed to the **Vezeeta/HIS Integration** for Saudi Arabia hospitals, enabling seamless data exchange.
- Developed **ePrescription Itemization** using **OCR** and **OpenAI Assistant API**.
- Optimized web application performance through **code refactoring** and **UI/UX enhancements**.
- Applied **Test-Driven Development (TDD)** and **unit testing** strategies to ensure code quality.

Frontend Engineer L1

Vezeeta | Cairo, Egypt
Jan 2019 – Jan 2022

- Played a key role in building **Vezeeta's Pharmacy Marketplace** and **Offers Squad**.
- Implemented **RESTful APIs** and **GraphQL** for efficient data fetching and management.
- Enhanced application responsiveness and accessibility using **styled components** and **CSS-in-JS**.

R&D Engineer

DevisionX | Cairo, Egypt
Jul 2017 – Dec 2018

- Designed and developed **web applications** using **React** to support **machine learning systems**, focusing on **AI vision inspection** and **OCR (Optical Character Recognition)**.
- Built and deployed **CNN (Convolutional Neural Network)** models to extract **National ID information** from photos, achieving high accuracy in data detection.
- Improved **Arabic letter segmentation** for OCR systems, significantly enhancing text recognition accuracy in Arabic documents.
- Developed a **reporting system** and **data warehousing solution** to meet industrial requirements, enabling efficient data analysis and reporting.
- Enhanced and generated **high-quality datasets** for training machine learning models, ensuring optimal model performance.
- Collaborated with clients to understand their industrial needs, delivering customized **image processing algorithms** and solutions.
- Analyzed project requirements to create **application frameworks** and **algorithm development environments**.
- Defined **solution architectures**, documenting interface, application, and hardware requirements.
- Created comprehensive **software and hardware development plans**, including integration plans, test cases, and acceptance criteria.
- Successfully implemented **AI-powered OCR systems** for industrial applications, improving data extraction accuracy.
- Delivered tailored solutions for clients, enhancing their operational efficiency through **custom image processing algorithms**.
- Played a key role in developing **data warehousing solutions**, enabling better decision-making through advanced data analysis.

Technical Skills

Frontend Development

- **Languages:** HTML5, CSS3, JavaScript/ES6, TypeScript, Sass, SCSS
- **Frameworks & Libraries:** React.js, React Native, Next.js, Redux, AngularJS, Bootstrap, Flutter
- **Styling:** Styled Components, CSS-in-JS, Storybook
- **Rendering:** Client-Side Rendering (CSR), Server-Side Rendering (SSR)
- **UI/UX Design:** Figma, Illustrator, Photoshop, web design, UI/UX
- **Testing:** React Testing, Jest, Unit Testing, TDD (Test-Driven Development)

Backend & Full-Stack Development

- **Languages:** Node.js, Python, C#, ASP.net
- **Frameworks:** Express.js, Entity Framework, Prisma
- **APIs:** REST, GraphQL, JSON
- **Database:** MongoDB, SQL, MySQL, relational databases

Cloud & DevOps

- **Cloud Platforms:** AWS Gateway (S3, Lambda, CDN), Google Cloud, Azure DevOps, Heroku
- **Containerization:** Docker, Kubernetes
- **CI/CD:** Jenkins, ArgoCD, Terraform, continuous integration
- **Infrastructure as Code:** Terraform
- **Monitoring & Analytics:** Google Analytics, Mixpanel, Raygun

AI & Machine Learning

- **AI Tools:** OpenAI SDK, chatbot development, artificial intelligence
- **Machine Learning:** NLP (Natural Language Processing), embeddings

Development Tools & Practices

- **Version Control:** Git, Version Control Systems
- **Package Managers:** NPM, Lerna, Monorepo
- **Build Tools:** Webpack
- **Agile Methodologies:** SCRUM, Kanban, sprint planning, Agile, SDLC, Jira
- **Code Quality:** SOLID Principles, OOP (Object-Oriented Programming), design patterns, code review
- **Debugging:** Debugging, resolving issues, Automated Testing

Soft Skills

- **Communication:** Technical Communication, communicate effectively, teamwork, brainstorming
- **Leadership:** Team Management, leadership, mentoring, project management, product management
- **Problem-Solving:** problem-solving skills, positive attitude, flexible, motivated, creative
- **Collaboration:** pair programming, team-oriented, committed

Industry-Specific Skills

- **Healthcare:** healthcare applications, digital services
- **Fintech:** fintech, secure payment systems, B2C, SaaS
- **E-commerce:** B2B, B2C, digital products, web standards

Emerging Technologies

- **AI Integration:** OpenAI, chatbot, artificial intelligence
- **Cloud Technologies:** AWS, Google Cloud, Azure, Kubernetes
- **Automation:** CI/CD, Terraform, Automated Testing

Technical Knowledge

- **Computer Science:** Data Structures, Algorithms, Mathematics, Structural Analysis
- **Web Architecture:** web architecture, component libraries, design and development
- **Technical Writing:** technical documentation, content creation, Confluence,

Education

Bachelor of Science in Computers & Systems Engineering

Mansoura University | Sep 2009 – Jun 2014

Languages

- **Arabic:** Fluent
- **English:** Proficient
- **French:** Intermediate
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