NEEKU SHAMEKHI

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WORK EXPERIENCE

07/2018 - Current	**Language Lead and UX Specialist at WhatsApp - via Welocalize Inc.**	**Dublin, Ireland**

Leading the localization team for Persian and coordinating the optimization of all UX projects for right-to-left languages. Providing market specific insights and guidelines to cross-functional teams (engineering, content and operations) through market research and expertise

Main achievement: Identified and implemented a solid solution for bi-directional text to ensure that all WhatsApp users globally can have a great user experience when using the platform

05/2014 - Current	**Co-Founder at Tauris Consulting Ltd.**	**Dublin, Ireland**

Passionate for helping people, always trying to solve problems by providing consulting services; have created a non-profit iPhone app to provide free access of information to users based in Iran

05/2014 - 09/2014	**Localization Engineer at VistaTEC**	**Dublin, Ireland**

Responsible for l10n and i18n functionality and debugging, exceeded targets for RTL troubleshooting and optimization through analytical, creative problem-solving and technical skills

10/2011 - 04/2013	**iOS App Developer at ZoiTek; Turned On Digital; Issatis UG**	**Tehran, Iran**

Lead developer of iOS app projects, including maintaining multiple apps for three companies, and providing ongoing support to the users. Independently developed flagship app for Hamshahri (leading Iranian newspaper) from scratch (great user feedback,10K+ monthly downloads)

08/2010 - 10/2011	**Technical Customer Support Specialist at Hamarasystem**	**Tabriz, Iran**

Coordinated technical support and helped users by enabling them to solve problems and troubleshoot their connectivity issue; also moderated content for the internal media library of one of the largest national telecom companies (10K>subscribers), handling user enquiries promptly

EDUCATION

09/2004 - 09/2008	**B.Sc. in Software Engineering**	**Azad University of Tabriz, Iran**

- Head member of open-source software group
- Executive board member of Scientific Society of Computer Engineering
- Founder and managing editor of Bilgisayar, a tech magazine for IT & software engineering
- Executive board member of the Nationwide Robotic Challenges of Intelligent Mice

SKILLS

Languages		**Technical Skills**	
Persian/Farsi	Native	Mac OS, Linux, Windows	Proficient
Azerbaijani	Native	Android, iOS, UWP	Proficient
English	Fluent, C2	SQL, Excel	Proficient
Turkish	Fluent, C2	Photoshop, Illustrator	Proficient
Tajik, Dari	Advanced, C1	HTML, CSS, JavaScript	Upper Intermediate
Arabic	Intermediate, B2	iAds, Google Ads	Upper Intermediate

CERTIFICATES, AWARDS & ADDITIONAL PROJECTS

08/2019	Volunteer at multiple Women in Tech and Localization events	Dublin, Ireland
08/2017	Customer Service Excellence Ireland Certificate	CSEI, Donegal ETB, Ireland
03/2015	Winner at Smart City Hack "IoT, Global Data Fest" hackathon	Dublin, Ireland
07/2010	Localization contributor at Google Summer of Code	Tehran, Iran

HOBBIES

- Nature enthusiast; qualified instructor for multiple outdoor sports such as rock climbing, kayaking, survival, and more; outside work I can be found in my campervan in the mountains or at a beach
- Award winning nature and architectural photographer; volunteer photographer of events at Facebook; I've also participated in many photo exhibitions in Iran and Ireland, portraying the Iranian life and culture through my vision
- I teach Persian language and Persian calligraphy in Dublin as a means of familiarizing people with the Iranian culture