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Top Skills

Nest
Technology Integration
React

Languages

English (Full Professional)
Arabic (Native or Bilingual)

Riyad Yahya

Senior Software Engineer | React.js | Node.js | MongoDB | Scalable
& Secure Systems
United States

Summary

Riyad Yahya is a Senior Software Engineer and Engineering Leader with over 7 years of experience building scalable SaaS products, particularly in the loyalty and e-commerce space. He specializes in full-stack development using the MERN stack (MongoDB, Express.js, React.js, Node.js), with strong expertise in TypeScript, scalable architectures, and DevOps practices. As CTO at Coretava, he led a team of 6–10 engineers, restructured the engineering organization for improved efficiency, and drove significant technical upgrades, including modular backend architecture and broad integration support with platforms like Shopify, VTEX, and Magento. Riyad combines deep technical knowledge with strategic product thinking, enabling cross-functional collaboration and success in high-growth environments.

Experience

Coretava

7 years 6 months

Software Engineering Manager

March 2020 - Present (5 years 4 months)

As CTO at Coretava, I transitioned from an engineering role to leading and managing a team of 6–10 engineers. One of my first initiatives was to restructure the team into specialized frontend and backend units instead of general full-stack roles—enabling deeper expertise, better collaboration, and more robust solutions.

I spearheaded a major technical debt cleanup, including migrating our codebase from JavaScript to TypeScript to ensure type safety and long-term maintainability. I also introduced NestJS as our main backend framework, which improved modularity, clarity, and scalability of our codebase.

On the product side, we took the lessons from our MVPs and launched CoreLoyalty, a significantly revamped version of our loyalty platform. This new version included an enhanced point system, a new cashback mode tailored for smaller merchants, and extended feature flexibility.

We also expanded our integration ecosystem beyond Shopify to support platforms like VTEX, Tray, Nuvemshop, WooCommerce, Magento, PrestaShop, and Wake, making Coretava one of the most widely integrated loyalty systems in the region. Additionally, we developed powerful public APIs to enable flexible and customizable integrations, and built strategic POS integrations through key partnerships with POS providers.

These efforts transformed Coretava into a comprehensive and scalable loyalty platform with a strong technical foundation and a diverse integration network.

Senior Software Engineer

October 2018 - March 2020 (1 year 6 months)

At Coretava, I contributed to the growth and scalability of our loyalty platform. We expanded our offering with seamless Shopify integration through custom-built apps and developed SDKs for Android and iOS to complement our existing web SDK. I was also part of launching TeamUp, a product focused on team-based loyalty, where we built a mobile app that allowed employees to participate in challenges and earn rewards.

The tech stack included Node.js/Express and MongoDB for backend development, with React/Redux on the frontend. For infrastructure and deployment, we leveraged AWS Cloud, utilizing ECS, EC2, S3, and CloudFront for scalable, reliable delivery.

Software Engineer

January 2018 - October 2018 (10 months)

Gamiphy / Coretava – E-commerce Loyalty Platform

I joined Coretava at an early stage to build the MVP for Gamibot, an e-commerce loyalty solution. As a full-stack engineer, I led both frontend and backend development. On the frontend, I developed the Gamibot dashboard using React and Redux, built the Gamibot widget and JavaScript SDK, and managed deployment via AWS S3 with CloudFront for CDN delivery.

On the backend, I designed and implemented the initial microservices architecture using Node.js and Express, deployed with AWS ECS, and set

up EC2 load balancers for public API access. I built key services for user and tenant management, points earning and redemption, and interactive loyalty features like missions, games, and surveys.

Our solid MVP enabled us to onboard multiple early customers, validating the product's value and scalability.

Freightos

Software Engineer

June 2016 - October 2018 (2 years 5 months)

Freightos – Online Marketplace for Global Shipping

Revamped Marketplace Platform | React.js, Redux, CI/CD

Joined the core team responsible for revamping Freightos' marketplace, which now serves over 100K monthly active users. Led the frontend implementation using React.js and Redux, following a domain-driven folder structure and integrating the company's internal UI kit. After feature completion, I owned the testing and release pipeline—writing unit and snapshot tests with Jest, and setting up a CI/CD workflow combining unit, snapshot, and end-to-end tests. I implemented seamless deployment practices using LaunchDarkly for feature flagging and Segment for event tracking, ensuring data-driven feedback on feature adoption and performance.

Education

Birzeit University

Bachelor's degree, Computer System Engineering · (2012 - 2017)