Muayad **Qanadilo**

Open to New Challenging, Leadership, and **Managerial Opportunities**



Amman, Al Jandaweel



Muayad Qanadilo|LinkedIn



muayadq@gmail.com



hala3amme (github.com)



00962795315111



hala3ammi.com



I have been a software engineer since 2004 and have worked at both small startups and large world-class organizations. While I'm a proficient backend software engineer, my expertise is in building scalable backend services (API services, stream processing, and async mechanisms).

While hard engineering problems are often intrinsically attractive to tackle, I'm most driven by solving real customer problems with a business justification. I'm looking for a senior contributor role where I can take on collaborative team leadership responsibilities, and gain experience with architecture and project management.



USClarity / Engineering Manager

10 / 2024 - Present, Amman, Jordan (On-Site)

USClarity dedicated team has one goal in mind - to settle the debt in the smoothest way possible, so you can focus on what truly matters in life .:

Mv contribution was:

- 1. Build a technical team of ~15 Engineers and guide their Mentorship.
- 2. Provide Architectural Oversight and Innovation.
- 3. Manage The Team's Performance.
- 4. Work with stakeholders to align engineering goals with business objectives and prioritize them.
- 5. Assess headcount, tooling, and infrastructure requirements; plan budgets accordingly.
- 6. Evaluate third-party tools and vendors to find cost-effective, high-value solutions.
- 7. Promote open communication, knowledge sharing, and a supportive environment across teams.
- 8. Anticipate technical or organizational risks and develop mitigation plans.

Technologies:

PHP (Laravel), React Native, NodeJS, Python, ReactJS, Mysql, Data Warehousing, Power BI, LLM, GenAI, NGINX, Redis, GIT, AWS, Microservices, Automation, CRM.

TheString / CTO

3 / 2023 - Present, Riyadh, KSA (Hybrid)

TheString is a marketing automation tool, that allows you to:

My contribution was:

- 1. Use the Embedded CRM to manage Leads.
- 2. Distribute them into Segments.
- 3. Build Follow-up automation workflows.
- 4. Build Customer journey and workflow.
- 5. Build Public Forms.
- 6. Build Communication channels like chatbot, WhatsApp, and email.
- 7. Monitor your Campaigns.
- 8. Build Automations workflows based on Social media integration.
- 9. Use LLM to build Al assistants based on the client's domain.
- 10. Build Automations based on E-Commerce platform integration.

Technologies:

PHP (Laravel), Flatter, Mysql, NGINX, Redis, GIT, GCP, Social Media Integration, WhatsApp Integration, Automation, LLM, CRM.

Tech-Terminal / CTO

7 / 2023 - 6 / 2024, Cairo, Egypt and Kuwait City, Kuwait (Hybrid)

In Tech-Terminal, we simply build startups.

My contribution was:

- 1. Build a technical team of ~20 Engineers.
- 2. Set up the team's working methodologies.
- 3. Set up the team's communications process and channels.
- 4. Set up the project's infrastructures and technologies.
- 5. Design the systems from a technical perspective to guarantee the best performance with an efficient budget.
- 6. Provided technical and managerial oversight (and mentoring where required), and guided architectural decisions.
- 7. Successfully delivered products and established startups in multiple domains.

Technologies:

PHP (Laravel), Flatter, Mysql, NGINX, Redis, GIT, AWS, Monolith.

Realblocks / Senior Software Engineer

6 / 2021 - 10 / 2022, NY, USA (Remotely)

RealBlocks is a technology platform that connects advisors and investors to the best alternative investment managers. Today many real estate and alternative investment managers are limited to raise capital locally. However, with RealBlocks, these managers can now raise capital globally through our platform's connectivity with institutional and intermediary channels. Our firm's growing client list includes some of the world's most respected alternative investment managers who are using our technology to increase their AUM.

Technologies:

PHP (Laravel), Mysql, NGINX, Redis, GIT, AWS.

Ai Mawdoo3 / Senior Software Engineer

3 / 2020 - 4 / 2021, Amman (On-Site)

Al.Mawdoo3 is the artificial intelligence arm for Mawdoo3.com, the world's most frequently visited Arabic website. After dominating the online Arabic content in the Middle East, Mawdoo3 is now paving the way toward a digitally engaging user journey for Arabic-speaking audiences.

My contribution was:

- 1. Qalam.ai: a Grammarly look-alike product for Arabic writing correction.
- 2. Banking CA-Builder: system to create a chat assistant through different communication channels to complete many banking operations.

Technologies:

Java (Dropwizard), Mysql, Apache, GIT.

Souq.com (an Amazon company) / Senior Software Engineer

7 / 2017 - 2 / 2020, Amman (On-Site)

Amazon is the earth's most customer-centric company. Its actions, goals, projects, programs, and inventions begin and end with the customer's top of mind.

My contribution was:

- 1. Worked on the first project that allows Amazon to list and ship items through Souq.com platform.
- 2. Onboard UAE marketplace to Amazon services and deploy them (more to come).

Technologies:

Java, PHP, Javascript, Mysql, Apache, SQS, Redis, GIT.

Jamalon.com / Senior Software Engineer

9 / 2016 - 7 / 2017, Amman (On-Site)

Jamalon is the largest online bookstore in the Middle East, offering more than 10 million Arabic and English titles with home delivery and localized payment methods.

My contribution was:

- 1. Developing new applications and enhancing current application performance.
- 2. Create new plugins on Magento platform.
- 3. Create a microservice search engine based on ElasticSearch, with its indexer.
- 4. **Manage and lead** a team to create a sub-website based on Laravel framework.

Technologies:

PHP, Laravel, Magento, Javascript, Mysql, Microservices, Elastic Search, Apache, Vagrant, GIT.

Saudi Research & Publishing Company - SRPC / Senior Software Engineer

11 / 2015 - 9 / 2016, Amman (On-Site)

One of the most important publishing houses in the Middle East, established in 1972. In 1975, Arab News, the first Saudi Englishlanguage daily newspaper to be published. Since then, the list of publications has grown to consist of 18 daily, weekly, and monthly newspapers and magazines.

My contribution was:

- 1. Focusing on enhancing the frontend experience and performance part of all sayidaty.net products.
- 2. Create and Launch mall.sayidaty.net eCommerce site based on OpenCart 2.0 framework, to monetize the huge traffic on Sayidaty.net website.
- 3. enhancing javascript, HTML, and CSS code quality.
- 4. develop new javascript applications.
- 5. apply changes to enhance the site's SEO.
- 6. create backoffice tools to manage the content of sayidaty sites and facilitate the data management.

Technologies:

PHP, Laravel, Opencart2, Javascript, Mysql, Apache, GIT.

Trevx.com / Co-Founder and Chief Technical Officer (CTO)

10 / 2013 - 08 / 2015, Amman (On-Site)

Trevx is an Idea that I came up with my two friends to enhance the experience of web audio content consumption, by providing a platform that indexes the "public" audio content and simplifies its retrieval, and provides a direct and easy user interface to consume/play the resulting items.

To summarize, what we did is that we built a good/clean audio "advisory engine", that indexes the public audio content provided by a crawler and provision, sort, and categorize that audio files.

Once the user searches for any content, the most relevant with the best quality will be shown to the user and play it. Also, the user can see the rest of the search results and play them as well. Technologies:

PHP, Elastic Search, Redis, Javascript, Mysql, GIT.

Souq.com / Senior Software Engineer

10 / 2007 - 04 / 2015 (On-Site)

Souq.com (currently: an Amazon Company) is the largest e-commerce site in the Arab world. Today operates both as an award-winning retail business and an online marketplace that allows SMEs, merchants, brands, and distributors to distribute their products online.

My contribution was:

- 1. Backoffice tools to help all departments achieve their goals efficiently.
- 2. Worked on General site flows (Registration, Login, Selling, Buying, and Browsing Experience).
- 3. Worked on some Site Channels (Stores, Deal Of the Day, and Motors).

- 4. Worked with the search engine team.
- 5. Worked on Website Profiling and Monitor Performance.
- 6. Worked on Website UI enhancement.
- 7. Created Several Javascript Plugins that the website is currently using.
- 8. Applied SEO Requirements.
- 9. Applied Tracking codes on business needs and installed Tag managers.
- 10. Installed Ads using Google Ad Manager.

Technologies:

PHP, Javascript, Mysql, Apache, SQS, Redis, GIT, SVN.

eSolutions for Network Services / Web Developer

07 / 2004 - 03 / 2007 (On-Site)

eSolutions for network services, provides network and web solutions, websites, and online and social media services, for different clients in different business Areas.

My contribution was:

- Full Stack ASP, ASP.NET, VB.NET, and C#.NET Web Developer: Create (websites / web-based systems) according to the client's requirements and needs.
- 2. Train clients to use and deal with the (website / webbased system) that has been developed.
- 3. Support Other Services: Emails and Hosting.

Technologies:

ASP, ASP.NET, C#, VB, MS-SQL, Javascript.



Al-Isra Private University / Bachelor's degree

9 / 2000 - 6 / 2004. Amman

Bachelor's degree in Computer Science and Information Technology.

College Football Team

Member in Scientific University Club

Al-Bayader Secondary School/ High School

9 / 1999 - 6 / 2000, Amman