



# MOE SHAABAN

SOFTWARE ENGINEER 📍 BERLIN, GERMANY 📞 +491747864950

## ◦ DETAILS ◦

Berlin  
Germany  
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[info@mshaaban.com](mailto:info@mshaaban.com)

## ◦ SKILLS ◦

JavaScript

React, React Native

HTML & CSS

NodeJS

Typescript

Golang

Infrastructure as Code

Web Accessibility

CI/CD Tooling

Test Driven Development

## ◦ LANGUAGES ◦

English

German

Arabic

## ◦ LINKS ◦

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## 👤 PROFILE

I mainly focus on microservices architecture, web standards, accessibility, and design systems. But I also enjoy test driven backend development and infrastructure orchestration a lot. Generally, simplifying complex problems keeps me awake at night.

My tech stack is around Javascript, React, React Native, NodeJS, GraphQL, Typescript, PostgreSQL, MongoDB, Docker, Kubernetes, and currently into Go.

## 📁 EMPLOYMENT HISTORY

### Software Engineer at Contentful, Berlin

January 2020 — Present

Design, propose, and build public facing APIs and SDKs for customers to manage and serve their content.

Help build and architect Contentful design system Forma 36, and bridging the gap between development and design across the company.

Accessibility ambassador at Contentful, helping engineers and business to define and build accessible, and inclusive products.

Tech Stack: Typescript, CSS, React, NodeJS, Go, Docker, Kubernetes, Terraform, Jest, Cypress

### Software Engineer at Zalando, Berlin, Germany

November 2016 — December 2019

Founded in Berlin in 2008, Zalando SE is Europe's leading online fashion platform, connecting customers, brands and partners.

#### # Responsibilities

- Building Zalando design system from defining and shaping the design governance model, to technical architecture components structure and supporting teams to build a consistent UI experience.
- Part of the core team where we take care of our Mosaic architecture ([www.mosaic9.org](http://www.mosaic9.org) - microservices for front-end) by handling back-end and front-end API orchestration in NodeJs
- Advocating, writing requirements, and guidelines for web accessibility to educate +200 teams, and improve Zalando user experience
- Build, test and deploy automation; tooling support (CLI and web) and top-notch coding.
- Help building a customer facing web framework for fashion that enable other teams to be independent in their deliverables, and allow them to improve the user experience and business evolution through easy experimentation.
- Assess and build an infrastructure that enables sharing of existing components and that scales technically as well as organizationally.
- Collaborate with product, producers, and analytics to build customer facing, production ready views.

#### # Tech Stack

1. Javascript ES5 | ES6, NodeJS, Typescript, and React
2. CSS. SASS | CssInJs `Styled Components`
3. NodeJS, Webpack, NPM | Yarn
4. GraphQL, PostgreSQL, Redis
5. Mocha/Jest, Enzyme | Sinon
6. CI tools (Jenkins | Travis), Docker, Git

### Software Engineer (Freelancer) at Kharabeesh, Amman, Jordan

March 2016 — September 2016

Kharabeesh is a Jordan-based company that produces Arabic-language animated cartoons, music videos and talk shows that generally tackle political issues in the Arab world. The top four most-viewed Kharabeesh videos posted on YouTube have more than 2 million views.

#### # Responsibilities

- Setting up the infrastructure for Kharabeesh mobile app
- Collaborate with development teams, product, and analytics to gather requirements
- Researching and investigating the best tech stack that suits the company/project needs
- Built MVP mobile app on IOS and Android from A-Z within 6 months

#### # Tech Stack

1. React native
2. Swift 2, Objective C
3. NodeJS (REST APIs)
4. HLS JS HTTP Live Streaming
5. CI Pipelines, and Unit Testing

### Senior Front end Developer at iMena Group, Amman, Jordan

February 2015 — February 2016

*MENA Group operates online and mobile businesses for consumers and enterprises in the high-growth, under-served market of the Middle East and North Africa (MENA), creating value for our users, investors and communities.*

#### # Responsibilities

- Collaborate with the design and product team to produce web and mobile projects. From ideas to prototype to production ready MVP
- Worked closely to the back-end teams and helped documenting systems APIs and contributed to NodeJS projects
- Responsible for anything related to front end, setting up infrastructure for projects, pipelines, and build steps
- Setting up tracking, A/B testing, and making sure our product has high standards SEO implementation
- Integrate front-end code for a variety of server-side languages (PHP5, Wordpress, Yii2, and NodeJS)

#### # Tech Stack

- HTML5, CSS, SASS, LESS
- AngularJS, JQuery, and Vanilla js
- Gulp, NodeJs, Mocha
- Hybrid mobile apps prototypes (ionic framework)
- Google apps guru :) (maps, analytics, webmaster tool, ..etc)
- Developing RTL & LTR web apps, and landing pages
- Wordpress, PHP5, MySQL
- Version control (Git, and SVN)
- HighCharts js, Charts js, and other visualization libraries

## Front end Developer at ILS Saudi Co. LTD, Amman, Jordan

May 2014 — February 2015

- Working in an agile environment, helping the team to develop, test, and maintain web and desktop-based business applications built on Microsoft technologies (C#, .Net, MVC5)
- Design, develop, and unit test applications in accordance with established standards.
- Split code into packages and support deployment of releases.
- Working with teammates in the migration of older applications (asp) to current Microsoft technologies.
- Developing RTL & LTR web apps, and landing pages.
- Developing, refining, and tuning integration between applications.
- Analyzing and resolving technical and application problems.
- Setting up the infrastructure build pipelines

### #Tech Stack

- Wordpress, PHP5, MySQL
- NodeJS, Gulp, Jekyll
- Version control (Git, and SVN)
- JS, JQuery, Angular1
- HTML5, CSS / SASS
- Kendo UI, HighChartsJS

## Senior Web Designer at Sayidaty Magazine, Dubai, UAE

April 2013 — August 2014

Sayidaty is a weekly Arabic and a monthly English women's magazine published in both Dubai and Beirut and distributed throughout the Middle East, North Africa, Europe, and America. My main responsibilities were...

- Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals, and experience.
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.
- Responsible for all matters related to front-end, UI, and UX.

### # Tech Stack

- HTML / Css-Sass / Javascript / JQuery
- Nodejs, Gulp, Post-Css
- Photoshop / Illustrator

## Front end Developer / Designer at Greatbit, Cairo, Egypt

January 2012 — January 2013

This is one of my favorite jobs in my career, where I learned a lot about e-commerce business as we were building a custom e-commerce platform, something similar to Shopify. It was a small startup with outstanding energy and ambition. I was responsible there to do multiple things...

- Translate concepts into user flows, wire-frames, mock-ups, and prototypes that lead to intuitive user experiences.
- Identify design problems and devise elegant solutions.
- Design and deliver wire-frames, user stories, user journeys, and mock-ups optimized for a wide range of devices and interfaces.
- Translate designs into code HTML, CSS, JS (jQuery)
- Developed templates in .NET MVC4 environment
- Some simple graphic design (branding, logos, banners, ...etc.)
- Developed 2 mobile apps with PhoneGap

## UI/UX Designer at ITC Group, Cairo, Egypt

April 2010 — December 2011

Worked as a junior designer, the product was a travel fare aggregator website, and trip planner, my main responsibilities were:

- Create PSD Layouts
- Logo Design
- UXDesign & Research
- Branding & Identity

## EDUCATION

**Bachelor of Business Administration and Management, University of the District of Columbia, Cairo, Egypt**

September 2007 — September 2011

**Bachelor of English Accounting and Finance, Modern Academy Maadi, Cairo, Egypt**

September 2007 — September 2011