

# AHMED FATHY ESMAIL OUMARA

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Visionary result oriented software developer with over 20 years of technical and business experience and diverse track record of performance in different work cultures, industries and organizations. Demonstrating aptitude for big picture, strategic thinking and organizational development. Moving naturally between business and technical discussions inspiring stakeholders to recognize and promote new business opportunities along with dedication to hands-on development and ongoing learning of emerging technologies.



## FOUNDED STARTUPS

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### LendU

From 2021 till 2023  
Title: (Founder & CEO)

#### Fin-tech (Mortgage and Home Lending)

An end-to-end mortgage and financing platform that streamlines all types of mortgages like property acquisition, finishing, and furnishing, bridging the gap between borrowers and lenders by automating all the screening, qualification, onboarding, approval and underwriting stages.

### BAIE3

From 2019 till 2023  
Title: (Co-founder & CTO)

#### Prop-tech (Real estate Marketplace)

A comprehensive digital marketplace facilitating seamless real estate transactions for buyers, sellers, and renters. The platform offers advanced search, filtering, and comparison tools to simplify the decision-making process across a diverse property portfolio.

### TRACK

From 2017 till 2018  
Title: (Founder & CEO)

#### Fin-tech (Payments Tracker)

A smart expense management mobile application that digitizes financial tracking via QR code scanning printed on their purchasing receipts. It empowers users to gain real-time insights into their spending habits while optimizing recurring payments and personal savings strategies.

### ED-COGS

From 2016 till 2017  
Title: (Co-founder & CTO)

#### Ed-tech (Online Learning)

A dual-access learning platform providing students with a seamless virtual classroom experience and parents with robust progress-tracking tools that bridges communication gaps and ensures a transparent, data-driven approach to educational development.

### INFINTY

From 2013 till 2016  
Title: (Founder & CEO)

#### Digital marketing & Media production

A full-service creative agency specialized in targeted text and media content creation that is designed to amplify brand awareness by leveraging data-driven digital marketing campaigns that help the firm drives high-intent traffic and accelerates measurable sales growth.

### B2BWorld

From 2012 till 2013  
Title: (Founder & CEO)

#### HR-tech (Corporate staff benefits)

A rewards and loyalty software solution designed to enhance corporate staff engagement through exclusive discounts and vouchers. The platform connects corporate staff with an extensive network of diverse vendors across Egypt to maximize the value of their benefits.

## WORKING EXPERIENCE

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### Webestica

(Building, selling and customizing front-end themes that suit different types of businesses)

- **Title: (Full-stack Developer)**
- From January 2025 till Present.

#### Job description:

- Define technical roadmaps and architectural visions that align engineering efforts with long-term business goals.
- Architect cross-service integrations and communication patterns to ensure system-wide reliability and observability.
- Establish engineering standards and "clean code" frameworks to maintain high quality and technical consistency.
- Mentor engineering talent by identifying skill gaps and fostering a culture of continuous technical growth.
- Act as a technical liaison between product and executive stakeholders to manage debt and negotiate delivery.

- **Title: (Senior Backend Developer)**

- From July 2022 till December 2024.

**Job description:**

- Design and implement scalable, high-availability microservices and distributed systems that handle high traffic loads.
- Lead the selection of tech stacks, database schemas, and third-party integrations to meet long-term business goals.
- Conduct deep-dive performance tuning and profiling to reduce latency and optimize resource utilization across the stack.
- Conduct code reviews and provide technical guidance to junior and mid-level developers to foster a culture of excellence.
- Implement robust security protocols, data encryption, and authentication flows (OAuth2, JWT) to protect sensitive user data.
- Oversee CI/CD pipelines and containerization strategies to streamline deployment and infrastructure management.

- **Title: (Backend Developer)**

- From August 2020 till June 2022.

**Job description:**

- Build and maintain server-side logic to support new product features.
- Develop and document RESTful or GraphQL APIs to ensure seamless communication between the front-end and the database.
- Write and optimize basic SQL or NoSQL queries to ensure data integrity and efficient retrieval.
- Identify, troubleshoot, and patch technical debt and software bottlenecks in a timely manner.
- Write clean, testable code and participate in peer code reviews to learn best practices and maintain standards.
- Implement unit and integration tests to ensure software reliability and prevent regressions.

## **Infinity Soft Systems**

(Hiring, managing and empowering enterprises, SMBs and startups with high-performing technical teams)

- **Title: (Senior Frontend Developer)**

- From January 2019 till July 2020.

**Job description:**

- Lead the development of scalable frontend architectures, state management and complex data flows effectively.
- Developing company website using client-side languages, frameworks, libraries, modules, bundlers and compilers.
- Implement advanced techniques such as code-splitting, lazy loading, and SSR/SSG to achieve leading Core Web Vitals.
- Establish best practices for TypeScript usage, automated testing (Jest, Cypress), and CI/CD integration for the frontend stack.
- Integrate frontend interfaces with backend RESTful or GraphQL APIs to display dynamic data reviewing complex pull requests.
- Partner with designers to build and document a centralized, accessible Design System that ensures visual consistency across all products, ensure brand consistency, and maximize website performance.

- **Title: (Frontend Developer)**

- From February 2017 till December 2018.

**Job description:**

- Transforming UI/UX designs to attractive user interface features with valid, clean, and maintainable code.
- Build and maintain reusable, responsive UI components using [e.g., React/Vue/Angular] based on provided design mockups.
- Ensure seamless user experiences across various devices, screen sizes and fix all cross-browser compatibility issues.
- Test and debug web applications to ensure consistent performance and appearance across major browsers and devices.
- Write semantic, clean HTML/CSS that adheres to accessibility (WCAG) guidelines and modern performance best practices.
- Implementing on-page and off-page SEO techniques to improve search engine rankings and increase organic traffic.

- **Title: (UI/UX Designer)**

- From September 2015 till January 2017.

**Job description:**

- Design intuitive, aesthetically pleasing interfaces that align with brand identity while prioritizing clarity and ease of use.
- Create low-fidelity wireframes and high-fidelity interactive prototypes to visualize user flows and sitemaps.
- Analyze user behavior data and conduct user interviews to identify friction points and propose UI improvements.
- Analyze business goals, products objectives, product requirements documents, competitive products and brand direction.
- Organize content and navigation systems to ensure users can find information quickly and complete tasks with minimal friction.

## **National Bank of Egypt (NBE):**

- **Title: (Partnership Supervisor – Marketing department)**
- From July 2013 till August 2015.
- **Title: (Partnerships Team Leader – Marketing department)**
- From January 2011 till June 2013.

### **Notable accomplishments:**

- Contributing to the development of NBE Mobile Payment apps.
- Contributing to the development of NBE Loyalty Program.
- Increasing NBE business acquisition revenue by 22%.
- Decreasing the key accounts turnover by 34%.
- Creating and managing the marketing campaigns of 20+ key accounts.
- Collaborating in the activation campaigns of 10+ key accounts.
- Enrolling 40+ Corporate payroll accounts in different industries.
- Enrolling 200+ POS accounts and installing over 4000 POS machines.
- Enrolling 70+ ATM accounts and installing over 150 ATM machines.
- Enrolling 200+ Loyalty program account and 20+ E-Commerce accounts.

## **EVA Pharma & EVA Cosmetics:**

(Pharmaceutical and Cosmetics group of companies known as EVA Group)

- **Title: (Compensation & Benefits Senior Specialist – HR department)**
- From January 2010 till December 2010.
- **Title: (Compensation & Benefits Specialist – HR department)**
- From February 2008 till December 2009.

### **Job description:**

- Lead annual participation in salary surveys and conduct deep-dive market analysis to ensure compensation bands remain competitive within the industry.
- Develop and refine comprehensive benefits packages, including health insurance, retirement plans, and equity programs to enhance employee retention.
- Design and maintain the organization's grading system and pay structures, ensuring internal equity and external competitiveness across all group entities.
- Optimize variable pay programs, including annual bonuses, sales commissions, and performance-based spot awards.
- Ensure all compensation and benefits programs adhere to local labor laws, including classifications, tax regulations, and reporting requirements.
- Manage C&B data within the Human Resources Information System (HRIS), leveraging analytics to provide leadership with insights on turnover costs and budget utilization.
- Create and deliver clear communication strategies to help employees understand the full value of their "Total Rewards" and navigate their benefits options.

## **Orange:**

(Tele-communication company known as Mobinil previously)

- **Title: (First Class Customer Service Agent – Customer Service Department)**
- From March 2007 till January 2008.

## **Exceed:**

(Call Center known as Exceed)

- **Title: (Tele-Sales Agent – Sales Department)**
- From April 2005 till February 2007.

## EDUCATION

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- Bachelor Degree from Faculty of Arts, English Department, Ain Shams University
- Primary, Preparatory and Secondary school: Al-Salam College Language School.

## CERTIFICATES & SKILLS

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### Development Stacks:

- React Django Stack
- ERP Stacks: Oracle & Odoo
- MERN & PERN Stacks
- WordPress & PHP Stacks

### Frontend programming skills:

- HTML5 & CSS3
- SCSS - SASS & LESS
- JavaScript, ES6 and Typescript
- Bootstrap, React Bootstrap
- Tailwind CSS, Material UI & Semantic UI
- ReactJS & NextJS
- React Native & Flutter
- Jest & Enzyme
- JQuery, Ajax and JSON
- Web builders like Elementor, Divi & Webflow

### Backend Programming skills:

- Python, Django & DRF
- NodeJS & Express
- PostgreSQL, MongoDB, MySQL & Firebase
- Rest APIs & GraphQL
- Docker, Nginx, Redis & Swagger
- AWS, Digital Ocean & Vercel

### Tools & Skills:

- Graphics & Web Design Tools
- Wireframing & Proto-typing Tools
- Site mapping & User Flow Tools
- Typography & Iconography Tools
- Images & Video Editing Tools
- Development IDEs & Extensions
- Version Controlling & CI/CD Tools
- Debugging & Testing Tools
- Deployment & Hosting Tools
- Performance & Load Balancing Tools
- SEO & Digital Marketing Tools
- Project Management Tools

### Certificates & Courses:

- Global Academy – Oracle Fusion Cloud Apps
- UDEMY – 10+ AWS Cloud Computing Courses
- UDEMY – 50+ Front-end Development Courses
- UDEMY – 30+ Back-end Development Courses
- FUSION – Graphic & Web Design Certificate
- ADHOC – Agile Project Management Certificate
- AUC – Marketing Management Certificate
- AUC – Sales Management Certificate
- AUC – Human Resources Management Diploma
- YAT – Microsoft Office Applications Certificate

### Language Skills:

- Arabic: Native
- English: Fluent
- French: Good
- German: Weak

## PERSONAL DATA

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- **Gender:** Male
- **Marital Status:** Single
- **Military Status:** Exempted
- **Date of birth:** February 1<sup>st</sup>, 1985