

MOHAMED AFIFY

Senior Frontend Software Engineer

DETAILS

PHONE

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EMAIL

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LINKS

[Portofolio Website >](#)

[LinkedIn Profile >](#)

[GitHub Profile >](#)

SKILLS

HTML, CSS

JavaScript

TypeScript

React

React Native

Expo

EAS

Next.js

Vercel

Node.js

SEO Optimization

GCP and AWS

Web Performance

Sentry

Turborepo

Git/Github/Bitbucket

E2E Testing

Docker

Design Patterns

EMPLOYMENT HISTORY

Senior Software Engineer, Sarwa

Abu Dhabi, UAE

May 2026 — Present

- Worked with business to move Sarwa to be more campaign-oriented and marketing-heavy
- Led my team to have a well-integrated and detailed crash reporting system
- Worked on an Expo React Native app with security and privacy at the forefront of our development.
- Implemented an E2E testing flow that integrates well with the CI/CD pipeline and remains cost-effective.
- Worked on different payment and funding methods such as linked bank and card payments.

Senior Software Engineer, Noon | Namshi

Dubai, UAE

Aug 2022 — May 2026

- Worked closely with business, marketing, and growth teams on new campaigns and brand partnerships.
- Led my team to build highly customizable, business-driven widgets on both App and Web.
- Developed and maintained the internal CMS tool to integrate smoothly with the backend, tracking services, App, and Web.
- Built a remote app config with extensive A/B testing.
- Built an SEO heavy web app with the latest performance and caching technologies.

Frontend Developer, Snackat

Ajman, UAE

Jun 2021 — Jul 2022

- Developed a multi-lingual multi-access level dashboard using TypeScript and Next.js.
- Integrated Sentry, Google Analytics, Hotjar, and GitHub Actions.
- Wrote unit, integration, and E2E tests using jest and Cypress.

EDUCATION

Frontend Development Diploma, ITI

Alexandria, Egypt

Jan 2021 — Apr 2021

Had the chance to learn alongside great team members under the supervision of ITI instructors to build frontend projects

Bachelor of Electronics and Communication Electrical Engineering, Faculty of Engineering

Aug 2015 — Aug 2020

Grade: "Very Good"