Bassel Cheaib

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EXPERIENCE

• Poyesis

Beirut, Lebanon

Jun 2025 - Present

Lead Software Engineer

- Integrated new Open Banking features into the Sofinco mobile app (both front-end and back-end), enhancing user experience and expanding financial services offerings.
- Collaborated closely with cross-functional stakeholders (product, compliance, security, and design) to align technical implementation with business requirements and regulatory standards.
- Consulted on multiple projects, diagnosing critical flow inefficiencies and advising teams on strategic improvements to enhance user experience and performance.
- Conducted technical interviews and contributed to hiring high-performing members in the engineering team.

Software Engineer

Jun 2024 - May 2025

- Led the migration of Sofinco's mobile app (Credit Agricole Group) from native iOS/Android to Flutter, delivering a seamless transition for 500k+ users and boosting app store ratings from 2.5 stars to 4.8 stars.
- Architected and led the development of Tweener, a mobile fantasy tennis game, delivering end-to-end product functionality.
- Mentored junior developers and conducted code reviews to ensure adherence to best practices.

• The Power of Music LTD

London, UK (Remote)

Lead Software Engineer

Oct 2023 - Feb 2024

- Optimized the matching algorithm, resulting in a 300% increase in matches.
- Achieved a 40% reduction in AWS server costs through various optimizations.
- Implemented A\B tests to validate the impact of new changes on retention and conversion rates.
- Ensured maximum uptime by maintaining the entire app's infrastructure.

Software Engineer

Sep 2021 - Sep 2023

- Streamlined the signup process, increasing complete profiles on registration to 80%.
- Enhanced app loading speed through caching, optimistic UI patterns and strategic preloading.
- \circ Improved code maintainability by implementing strict linting, well-defined structures, and proper state management.
- Assisted with the migration of the backend from an old codebase to a new one, resulting in faster API responses.
- $\circ\,$ Contributed to backend testing through integration and unit tests for migrated endpoints.

• Freelance

Nabatieh, Lebanon

Aug 2019 - Sep 2021

- Developed websites and mobile apps across diverse technologies for various clients.
- Managed the full development lifecycle, including deployment and testing.
- $\circ\,$ Advised clients on enhancing user experience and app optimization.
- o Converted UI designs into functional apps and minimum viable products.
- Collaborated with backend developers to integrate apps with existing APIs.

• Murex

Software Developer

Beirut, Lebanon

Aug 2018 - Sep 2018

Software Engineering Intern

- Supported the migration of the Global Quality Assurance Framework (GQAF) to a modern UI.
- Took the initiative to improve some existing functionalities of the GQAF.
- Conducted safe deployment and testing of developed features.

Projects

- **Dollop**: An AI powered language learning app.
- Blood Donation App: A proof-of-concept mobile app that connects blood donors with people asking for blood.
- POSFx: A desktop point of sale system with inventory management, customer management, and sales reporting.

PROGRAMMING SKILLS

Languages: Dart, Javascript, Typescript, Java, Python, PHP, HTML, CSS, Kotlin

Tools: Firebase, Docker, Git, Jira, Perforce, SonarLint, SonarQube, Jenkins, Jest, Mixpanel, Dynatrace, Jahia,

Twilio, Sentry

Frameworks: Flutter, React, Node.js, Next.js, Laravel, JavaFX, NestJS, WordPress, Tailwind, Shopify

Databases: PostgreSQL, MongoDB, Redis, MySQL

Cloud Platforms: AWS, Google Cloud, Railway, Vercel, Cloudflare

EDUCATION

• Phoenicia University

Bachelor of Science, Computer Science; GPA: 3.86

Zahrani, Lebanon
Oct 2016 – Jun 2019

• University of California, Berkeley
Summer Sessions, Computer Science; GPA: 4.00

Berkeley, CA, USA Jun 2018 – Aug 2018