Farid El Nasire

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Summary

I'm a software engineer from Amsterdam, currently based in New York City. With a rich background primarily in agile early-stage startups, I possess a comprehensive mastery over the full product development cycle. My expertise spans from initial ideation and wireframing to robust backend and frontend development, meticulous QA testing, and innovative growth strategies. This diverse skill set allows me to seamlessly navigate and contribute to every stage of product evolution, driving projects from concept to successful market launch.

Skills

Python, Django, Django Rest Framework, JavaScript, Typescript, NodeJS, HTML, CSS, TailwindCSS, Celery, REST API, Linux/Unix, Supervisord, Flask, AWS, SQL, React, React Native, Docker, D3.js, Go, Terraform, MongoDB, PHP, jQuery, SocketIO, TensorFlow, Redis, RabbitMQ

Languages

Citizenships

Native/Fluent: Dutch, Tamazight, English - United States

Basic understanding: German Arabic - The Notherland Basic understanding: German, Arabic

Currently studying: Russian

- The Netherlands
- Morocco

Work Experience

Lead Software Engineer

Mymee mymee.com Nov 2016 - Present

New York, NY

- Pioneering Team Member: Played a foundational role as the first employee to join the company, instrumental in shaping the company's early stages and strategic direction.
- Development Leadership: Spearheaded the development of robust backend services, including APIs, asynchronous task workers, and other critical services, while also playing a key role in the creation of multiple user-centric front-end applications.
- Support in Compliance: Actively supported the CTO in navigating the SOC 2 compliance process, ensuring adherence to high standards of security and data protection.
- Ad-hoc Projects: Demonstrated flexibility and technical expertise by contributing to numerous smaller, ad-hoc projects across different teams.

Software Engineer Consultant

Quizlet quizlet.com Sep 2020 - Dec 2023 New York, NY

Mentorship & Code Review: Provided thorough reviews and constructive feedback on PRs from junior team members, fostering their professional growth and ensuring code quality.

- **Primary Issue Resolver**: Served as the main on-call resource for addressing complex, high-priority issues in production, quickly intervening to maintain operational excellence.
- Efficient Content Synchronization: Led the mirroring process on the Slader side, ensuring seamless and efficient content synchronization with Quizlet.

Software Engineer

Slader slader.com

Jan 2018 - Sep 2020

New York, NY

- Codebase Modernization Leader: Spearheaded the modernization of the codebase, transitioning from Python 2 to 3, upgrading outdated libraries, and establishing rigorous code standards, including linters, unit tests, and code review processes.
- **Payment Microservice Development Lead**: Directed the development of a sophisticated payment microservice, centralizing the management of user subscriptions.
- Worksheet Management Feature Lead: Guided the development of a worksheet tool, enabling thousands of global contributors to receive compensation for their work.
- **Problem Solver ("Navy Seal")**: Recognized by my manager as a "Navy Seal" for my tendency to swoop in and quickly help colleagues overcome complex technical blockers.

Software Engineer

Rockerbox

Nov 2015 - Nov 2016

rockerbox.com

New York, NY

- Data Analysis and Visualization: Developed new data analyses and visualizations utilizing D3.js, enhancing data interpretation and presentation capabilities.
- Integrations Lead: Took the helm in developing integrations with prominent third-party platforms such as Slack, Shopify, and WordPress.
- **Semantic Scraper Lead**: Lead the development of a service dedicated to scraping and semantically analyzing online content.
- **Automated AdWords Manager**: Lead the creation of a prototype for an automated Google AdWords manager, bringing intelligent ad management to small businesses.

Education

Computer Science

Mediacollege Amsterdam

Sep 2009 - May 2013

Amsterdam, the Netherlands

- **Co-founder Student Council**: Co-founded and served as the vice-secretary of the inaugural student council, playing a pivotal role in establishing its framework and first initiatives.
- European Commission Selectee: Chosen as 1 of only 8 students by the EC for an exclusive program in Slovakia and Norway, tasked with developing a social media platform designed to connect and inspire creative students across the European Union.

Side Projects

Hekate: Python tool for covertly embedding messages inside images. The payload is encrypted using SHA-256, a username/password combination, and injected in a way that makes it impossible to know whether the image contains any secondary information at all.

Red Alert: A real-time map displaying approximate rocket trajectories into Israel, providing civilians with immediate visual guidance for safety, enhancing situational awareness and psychological comfort during rocket attacks.