

Alaa El Zein

PROJECT MANAGER | SCRUM MASTER | TEAM LEADER

Experienced Project Manager, Scrum Master, and Team Leader with over 10 years of success in delivering scalable web and mobile solutions. Proven expertise in Agile methodologies, team leadership, and full-cycle project management across e-commerce, FinTech, and platform-based systems. Strong technical understanding of platforms like Laravel, Magento, React, and Flutter enables effective communication with developers and oversight of complex software projects.

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 [LinkedIn](#) |  [Portfolio](#)

EXPERIENCE

July 2021 – Present

Technical Team Leader / Project Manager ***District General Trading & Contracting Company***

- Directed and delivered major projects including MyColors and JothanPro platforms.
- Led a team of 12+ developers through full SDLC using Agile methodology.
- Coordinated with stakeholders to align deliverables with business needs.
- Introduced efficient team processes, reducing delivery time by **30%**.
- Managed project planning, daily operations, backlog grooming, and UAT.

July 2016 – July 2021

Full Stack Developer ***Maddict***

- Developed and maintained websites and mobile apps across diverse domains.
- Built Android apps and contributed to Objective-C/Swift iOS integrations.
- Handled backend systems with secure API integrations and database design.
- Collaborated with marketing and design teams to optimize UX/UI.

July 2014 – July 2016

PHP Web Developer ***A-Systems***

- Developed complete flight and hotel booking platforms.
 - Worked on front-end and backend with attention to SEO and performance.
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HIGHLIGHT PROJECTS

MyColors Website & App

PM / TL / SM: Built Kuwait's largest beauty e-commerce platform, managing over 500 APIs and 15 stores.

Technologies: Magento, Flutter, Vue.js.

JothanPro B2B Platform

PM / TL / SM: Launched a B2B salon-supply website handling 17,000+ products, optimized for performance and scalability.

Maw3adi Booking App

PM / TL / SM: Delivered a dual-dashboard system and user app for salon appointment booking across the region.

Other Notable Work:

- Hajzi.com booking site (flights & hotels)
- Total Gas Station yearly campaign platforms

EDUCATION

Master's in Computer Science & Information Systems

Lebanese University – Faculty of Sciences

(Sep 2013 – Jun 2014)

Bachelor's in Computer Science

Lebanese University – Faculty of Sciences

(2009 – 2012)

KEY SKILLS

- **Project & Agile Management:** Scrum, Kanban, Jira, Confluence, Trello
- **Tech Familiarity (Project Oversight):** Laravel, Magento, React, Flutter, MySQL
- **Leadership & Delivery:** Risk Management, Scope Planning, Cross-Functional Team Leadership
- **E-commerce Platforms:** Magento 2, Shopify, WooCommerce
- **Tools & APIs:** Git, Postman, REST APIs, Stripe, MyFatoorah, MoEngage
- **Cloud & DevOps:** AWS, cPanel, CI/CD Concepts
- **Soft Skills:** Strategic Planning, Stakeholder Engagement, Problem Solving
- **Languages:** English (Fluent), French (Fluent), Arabic (Native)