

MANAL JABER-SHEHAYEB

SOFTWARE ENGINEER

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Summary

A software engineer with over 5 years of experience in full-stack development, specializing in JavaScript and Three.js for immersive 3D experiences. I have a proven track record of leading projects, expanding client bases through strategic integrations, and improving efficiency with automated testing, custom npm packages, and AI agents. My background includes implementing AI models for marketing and using automation to accelerate complex platform migrations.

Experience

Kangaroo Rewards

Senior Frontend Developer | April 2025 – Present

- Led development projects of new features in the Kangaroo Rewards loyalty program to cater for the needs of present and new customers.
- Expanded the client base of the company by implementing new integrations of the rewards program into key platforms like Shopify and Amazon.
- Improved customer retention through the maintenance and enhancement of core loyalty program features.
- Engineered and integrated AI recommendation models to generate and recommend personalized marketing campaign content and high-conversion strategies for businesses.
- Utilized AI agents to accelerate the large-scale migration of company platforms from Vue 2 to Nuxt, reducing manual refactoring time and ensuring architectural consistency.

VML (Wunderman Thompson/ Mirum Previously)

Front-end Software Engineer | April 2021 - March 2025

- Led and delivered multiple projects from concept to estimation to deployment, utilizing Agile and coordinating a multidisciplinary team of 4-5, achieving >50% faster delivery times.
- Developed an AI-agent website using a custom GPT for a client internal use.
- Developed responsive and interactive web applications using HTML, CSS (SASS, Bootstrap, Tailwind, Material UI), jQuery, JavaScript (React, Next.js, Angular), animation libraries (GSAP, Framer Motion, Three.js) and integrating RESTful/GraphQL APIs.
- Expanded the company's project capabilities by implementing Three.js to create immersive 3D web experiences (3d carousels, 3d models in web, 3d experiences).
- Implemented automated Cypress QA testing, improving product quality and release cycles.
- Developed and published an internal npm library that streamlines Next.js component integration, significantly increasing development efficiency.
- Contributed to the launch of client websites including: [Aldar](#), [ATLP](#), [FAB](#), [NewMurabba](#), [SNB](#)

Institute Of Learning Organizations

Software Developer | November 2020 – May 2021

- Developed website features using HTML, CSS, and JavaScript within Blade Laravel.
- Increased company efficiency over 90% by an automated report-generating system in Python.

Internships

Zaka Ai

Machine Learning Intern | February 2022 – June 2022

- Developed practical machine learning (supervised/unsupervised) and deep learning skills: data preprocessing, visualization, model validation, and image/text/time-series data.
- Trained and deployed a Transformer model to automate the translation of series subtitles.

	Park Innovation - Konard Adenauef Stiftng Android Mobile Development Intern January 2021 – April 2021 - Developed Android applications with Kotlin and Firebase (for backend), including UI design (XML, Views/Layouts in Android Studio), core functionality (Fragments, Activities, Intents). Codi Tech Full Stack Development Intern September 2020 – March 2021 - Gained full-stack experience collaborating in an Agile team environment, utilizing JavaScript (React, React Native, Node.js), PHP (Laravel), SQL/NoSQL databases, and WordPress. - Developed several full-stack projects, including a portfolio website, financial calculator (web and mobile), e-commerce platform, online education platform, and social media mobile app. Park Innovation Software Quality Assurance Intern July 2020 – December 2020 - Performed manual and automated end-to-end website testing, including writing test cases/plans and issue tracking (Jira). Utilized Protractor for automated testing.
Education	Lebanese University BS in Computer Sciences final year Coursework in web development, software architecture, databases, algorithms and data structures, programming paradigms (imperative, functional, object-oriented, parallel), project management ... BBA in Business Computer 2018 Earned Good Grades with relevant coursework in web development, databases, networking, ... BS in General Physics/ MS in Subatomic and Nuclear Physics 2016 Earned Good Grades with relevant coursework of programming.
Skills	Frontend Development: JavaScript (ES6+), TypeScript, React, Next.js, VueJs, Angular, Redux, Zustand, React Native, HTML, CSS (SASS, Bootstrap, Tailwind CSS, Material UI), GSAP, Framer Motion, Three.js Backend Development: Node.js, Express.js, PHP, Laravel, Python, Postman, Swagger, Insomnia Database Management: SQL (PostgreSQL, SQLite), NoSQL (MongoDB) Testing/Automation: Cypress, Protractor Machine Learning: Jupyter Notebook, Google Colab, TensorFlow, Keras, scikit-learn, NumPy, Pandas, Matplotlib, OpenCV General: LLMs, Windows, Linux, Git, CI/CD, Docker, Blender, Figma, Jira, ClickUp, Notion, Trello