

RIDA NASSER

Software Engineer

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Work Experience

MAGAZINEWAFEE.COM	CA, USA (Remotely)
Software Engineer – SEO & Performance Optimization (Full-Time)	Mar. 2026 – Apr. 2026
- Optimized front-end architecture and SEO performance, achieving perfect 100/100 Lighthouse scores for Accessibility, Best Practices, and SEO, directly addressing the top three technical issues. - Developed TypeScript scripts to automate the resolution of 8 critical indexing issues, accelerating organic search presence and boosting search visibility by 20% via GSC.	
Software Engineer – Maintenance & User Engagement (Part-Time)	Oct. 2025 – Feb. 2026
- Designed a newsletter subscription system, increasing user engagement by 15% and strengthening platform communication. - Conducted API performance testing with Postman Canary, identifying bottlenecks and contributing to a 10% improvement in system responsiveness.	
Founding Full Stack Developer (Part-Time)	Apr. 2025 – Sep. 2025
- Architected magazinewafaa.com using Angular 19+, Node.js/Express.js, and TypeScript; introduced MongoDB integration for scalable full-stack features and REST APIs. - Orchestrated secure SSH protocol implementation for production updates and established CI/CD pipelines, enabling a 99% deployment success rate and streamlining critical application release workflows. - Implemented AWS S3 integration to enable cloud-based storage within the application, enhancing file handling and reinforcing the platform’s backend infrastructure.	
GENIFY	Dubai, UAE (Remotely)
Full Stack Developer (Part-Time)	Jul. 2024 – Oct. 2024
- Led the GoCardless API integration phase for the FinGen project, resolving REST API documentation and implementation issues, reducing onboarding time by 25%. - Integrated 15 third-party APIs, implementing robust error handling and authentication mechanisms, ensuring 100% data integrity and system stability.	
INTERPHASE	Tripoli, Lebanon
Developer (Internship, Part-Time)	Oct. 2023 – Mar. 2024
Authored and executed comprehensive test plans, validating 60+ critical scenarios and resolving all identified integration bugs prior to release.	
Projects	
AI Appointment Booker Agent (GitHub) – Python, JavaScript	Nov. 2025
Refined appointment booking workflows, automating tasks and reducing errors to save 10+ hours per week.	
Marketing Campaign Spend Prediction (GitHub) – Python	May. 2025
Owned the end-to-end ML lifecycle for campaign spend prediction, optimizing data preprocessing and model development to reduce prediction errors by 12%.	
Recommender System (GitHub) – Python	May. 2025
Evaluated recommender approaches using a fully reproducible Jupyter workflow, identifying key drivers that strengthened user retention by 18% within the platform.	
Airline Passenger Satisfaction (GitHub) – Python, ML, DL	May. 2025
Benchmarked ML/DL models for passenger satisfaction prediction, generating a complete workflow with diagnostics and analysis to inform 4 service quality enhancements.	
Social Media Impact on Mental Health (GitHub) – Python	Apr. 2025
Executed a data-driven analysis of social media usage and mental health indicators, identifying 5 key risk factors using a structured notebook pipeline.	
Cryptocurrency Market Prediction (GitHub) – Python, Scikit-learn, NLP	Apr. 2024 – May. 2024
Spearheaded the sentiment analysis pipeline, leveraging crypto-related tweets to fine-tune a Random Forest model, achieving a 1.2% error rate and directly contributing to boosted trading strategy outcomes.	
Sign Language Detection using CNN (GitHub) – MATLAB	Mar. 2024 – Apr. 2024
Engineered a CNN model using the Sign MNIST dataset, reaching 100% accuracy in recognizing hand gestures and decreasing the model's inference time by 12 milliseconds.	
BetterHire’s Website – Angular 16	Feb. 2024

Constructed and managed BetterHire's public-facing website on GitHub Pages using Angular; improved site performance and search engine discoverability by 25%.

Heart Attack Prediction Visualization ([GitHub](#)) – Python, Pandas, Matplotlib **Nov. 2023**

Constructed 20+ distinct `Matplotlib` visualizations in Python, illuminating links between patient habits and heart attack probability for enhanced holistic risk profiling.

Education

SAINT JOSEPH UNIVERSITY of BEIRUT MS in Data Science BS in Mathematics, option: Data Science	Beirut, Lebanon Expected Jun. 2026 Sep. 2021 – May. 2024
UNIVERSITY of BALAMAND SAT	Qalhat, Lebanon Mar. 2021
FRENCH INSTITUTE of LEBANON DELFI B2	Tripoli, Lebanon Jun. 2019

Skills

Full Stack Development: Python, JavaScript, Angular, TypeScript, Flask, ExpressJS, Node.js

Web Development & APIs: Web Application Development, Software Development, Responsive Design, Full-Stack Architecture, Microservices

Data Science: Machine Learning, Data Analysis, Statistical Analysis, NLP, CNN, Random Forest, Regression, Classification

Cloud & DevOps: AWS, Ubuntu VPS, CI/CD, Git, GitHub, Database Management, SQL, NoSQL

Languages: Arabic (Native), English (Fluent), French (Professional)

Volunteering

MUSLIM SCOUT ASSOCIATION of LEBANON	Tripoli, Lebanon
Volunteer	Jun. 2015 –Present

Professional Membership

LEBANESE RED CROSS YOUTH SECTOR	Tripoli, Lebanon
Volunteer	Oct. 2021 – Present