

HASSAN ELSEOUDY

Berlin, Germany

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Technical Experience

Founder

Noaat

Jan 2024 – Present

Alexandria, Egypt

- Founded and scaled B2B SaaS platform from 0→1, serving **50+** restaurant clients with **99.9%** uptime and **multi-branch operations support**.
- Architected complete technology stack: **Kotlin/Spring Boot backend**, **React Native mobile app**, **Next.js portal**, and **AWS infrastructure** (ECS, Lambda, RDS, S3, CloudFormation).
- Built enterprise Point-of-Sale system with **real-time order management**, **multi-payment support**, **kitchen display integration**, and **thermal printing**.
- Designed **multi-tenant architecture** supporting **50+** branches with **role-based access control**, staff permissions, and **centralized client management**.
- Implemented **coupon and cashback loyalty system** driving **30% increase** in repeat customer visits through receipt-based claims and offer redemption.
- Built **customer feedback platform** with survey creation, **response analytics** enabling data-driven improvements.
- Led cross-functional team of **8 engineers** (frontend, mobile, backend, QA), establishing **agile processes**, **code review standards**, and technical roadmap.
- Drove **product-market fit** through direct client engagement, iterating on features and **closing enterprise accounts**

Senior Software Engineer

Zalando

Sep 2022 – Present

Berlin, Germany

- Engineered chargeback and dispute resolution systems generating **€29M annual value** while **eliminating manual workflows** across **1000+ wholesale partners**.
- Led **cloud transformation**, migrating legacy systems to **event-driven microservices**, improving **system availability** and reducing **operational costs by €2.2M annually**.
- Architected **Partner Self-Service platform** enabling suppliers to manage shipping notices post-submission, reducing operations load by **40%**.
- Implemented **supplier negotiation platform** delivering **€7.5M cost savings**.
- Modernized 8 microservices: **Spring Boot 2→3**, **Supported Dead Letter Queues**, standardized observability, achieving **99.9% uptime** during peaks.
- Designed **customs compliance automation** for **cross-border shipments** ensuring **EU regulatory adherence**.
- Scaled **Retail Center Shipments system** processing **1,000+ daily shipments** and managing **1M+ total shipments**.
- Follows **on-call practices**, incident response playbooks, **post-mortems** and **Scaled engineering culture** through mentoring, technical interviews, and **best practices adoption**.
- **Java, Kotlin, Spring Boot, Kafka, PostgreSQL, Kubernetes, Event-Driven Architecture, Grafana**

Java Engineer

DHL Freight Enterprise

Oct 2021 – May 2022

Sofia, Bulgaria (Remote)

- Worked on **Transport Management System (TMS)** which oversees customers' whole transport operation and allows them to use DHL's network regionally or nationally depending on their needs.
- Automated logistics workflows, reducing manual entry, and minimizing human error in scheduling shipments.
- Completed domain-specific training to deeply understand logistics workflows and challenges.
- **Java, Hibernate, WexVs Designer/Client (Internal Frameworks)**

Software Engineer

Rubikal

Jan 2021 – Jun 2022

Alexandria, Egypt

- Deployed Serverless functions using AWS Lambda.
- Worked directly with Transit Feed (GTFS), a data specification that allows public transit agency (Mowasalat Misr) to publish their transit data.
- Created visualizations using Tableau and Metabase, presented findings in a clean and informative way.
- Analyzed data of millions of students and extracted useful insights for clients.
- Redesigned the data pipeline, reducing the average ETL (Extract, Transform, Load) processing time by **45%** and enabling real-time data analytics for decision-makers.
- **Spring, Rails, SQL, Python, Snowflake, AWS, Metabase, dbt, Tableau, Jira**

Software Engineer

Sia

Apr 2020 – Dec 2020

Cairo, Egypt

- As a Backend Engineer, I created **+7** services such as **gamification, notifications** and **educational content** using **Micro-services** architecture within a startup of **10** people.
- Created an end-to-end CI/CD pipeline that decreased deployment time by 60%, allowing the startup to release new features at a much faster pace.
- Optimized database queries to enhance data retrieval times by 30%, improving overall system efficiency and response times for users.
- Spring Boot, Angular, AWS, Docker, Jenkins, Kotlin, Jira**

Freelancing & Part-time

Senior Backend Engineer

Cynopsis Solutions

Active

Singapore (Remote)

- Scaled AML/KYC transaction processing infrastructure to handle **1M+ daily transactions**, achieving **300%** throughput improvement through architecture optimization.
- Designed and implemented **+20 configurable compliance rules** covering high-risk scenarios: transaction velocity, structuring detection, cross-border flows, and watchlist screening.
- Led AI integration strategy, building RAG-powered compliance assistant that reduced analyst investigation time by **60%** and enabled natural-language regulatory querying.
- Directed platform modernization: multi-tenant architecture, CRM integration for user provisioning, and permission frameworks enabling regulatory audits.
- Led internationalization initiative supporting RTL languages (Arabic), enabling product expansion into Middle East markets.
- Designed case workflow engine with configurable status transitions, escalation paths, and ageing calculations for regulatory SLA compliance.
- Built executive dashboard with real-time analytics: pending case distribution, risk bucketing, and analyst performance metrics using Metabase integration.
- Authored comprehensive API documentation and technical design documents, enabling faster onboarding and third-party integrations.
- Python, Django, LangChain, Celery, TimeScaleDB, PostgreSQL, Vector Databases**

Cloud Native Engineer

Oct 2020 – Feb 2021

Cairo, Egypt

DHL Freight Enterprise

- Led the migration of monolithic applications to a **Serverless architecture**, improving system scalability and cutting operational costs by 35%.
- Converted legacy PHP Laravel codebase into highly efficient **Azure Functions** using **Entity Framework**, reducing latency by 40% and ensuring seamless integration with existing services.
- Automated deployment pipelines using **Gitlab CI/CD**, reducing deployment time by 60% and minimizing human errors in the production environment.
- Enhanced database performance through optimized integration with **CosmosDB**, increasing data retrieval speeds by 25% while maintaining high availability.
- Entity Framework, Azure Functions, CosmosDB, Laravel, Gitlab, Serverless**

Software Engineer

Aug 2018 – April 2020

Alexandria, Egypt

Robo-Tech

- Developed and implemented a robust communication system for **Remotely Operated Vehicles (ROVs)**, reducing packet loss to less than **0.01%** and improving overall system reliability.
- Designed and launched **2 ROV prototypes**, leading to successful testing under various underwater conditions and gaining client approval for mass production.
- Optimized the vehicle's navigation system using **OpenCV**, enhancing object detection accuracy by 30% in real-time.
- Collaborated with a cross-functional team of engineers, improving development cycles and reducing prototype delivery times by 20%.
- C++, Qt, C#, OpenCV**

Education

Faculty of Engineering, Alexandria University, Egypt

Bachelor of Science in Computer & Communication Engineering

Alexandria, Egypt

Technical Skills

Languages: Java, Kotlin, Python, TypeScript, C/C++, Ruby, SQL

Frameworks and Tools: Spring Boot, Django, Node.js, Rails, Kafka, MongoDB, Celery, PostgreSQL, Tableau, Swagger, Mockito, Angular, React.js, AWS, Azure, Docker, Git, Linux, Jira