

Adham Moussa

Senior Product Engineer | AI-Native UX & Fullstack Autonomy

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PROFESSIONAL SUMMARY

Senior Product Engineer with 8 years of experience building high-velocity web applications, bridging the gap between product design, unit economics, and technical architecture. Combines deep frontend craft with fullstack autonomy, bringing ROI-driven decision-making to engineering teams. Proven track record across international remote companies (UK, US, Italy) delivering AI-native streaming interfaces, executing zero-downtime cloud migrations, modernizing legacy architectures, and building resilient enterprise integrations.

CORE COMPETENCIES & TECHNICAL SKILLS

Frontend & Product UI/UX: React, Next.js, TypeScript, JavaScript (ES6+), Tailwind CSS, Design Systems, Generative UI, Micro-frontends, Component-Driven Architecture, Responsive Design, Accessibility (WCAG).	Backend & AI Architecture: Node.js, Ruby on Rails, RESTful APIs, GraphQL, BFF, Mastra, Vercel AI SDK, MySQL, Redis, Event-Driven Webhooks, OAuth 2.0.
Infrastructure & Cloud: Cloud Migration (AWS to Hetzner), Docker, CI/CD Pipelines, Linux/Nginx, Cloud Economics & Cost Reduction.	Product & Integrations: Jira, Optimizely, Kameleoon, Slack, Zapier, A/B Testing & Telemetry, Business Analytics.

WORK EXPERIENCE

Effective Experiments — Software Engineer, Team Lead B2B Experimentation & Conversion Optimization Platform · United Kingdom (Remote)	Jul 2023 — Present
AI Copilot & Generative UI: Architected and launched an in-app AI assistant using Mastra and Vercel AI SDK with Weaviate-powered vector RAG, enabling natural language querying over project-scoped experiment data with Generative UI components (live interactive data cards and dynamic analytics charts rendered directly in the chat stream). Infrastructure Cost Optimization: Evaluated cloud unit economics and executed the complete infrastructure and production MySQL migration from AWS to Hetzner, slashing annual hosting expenditures by 85% while sustaining strict uptime and performance SLAs. Enterprise Ecosystem Integrations: Engineered end-to-end bi-directional integrations with Optimizely, Kameleoon, Jira, Slack, and Zapier; implemented resilient webhook ingestion pipelines, rate-limiting handlers, and OAuth token lifecycles. Team Leadership & Performance: Led distributed fullstack engineering initiatives, introduced rigorous code review standards, and optimized database queries to cut dashboard query latencies.	
Effective Experiments — Software Engineer, Frontend Lead & Fullstack United Kingdom (Remote)	Jan 2021 — Jul 2023
Legacy Monolith Migration: Spearheaded the multi-phase migration of legacy Ruby on Rails monolithic views to a modular React and TypeScript single-page application, dramatically reducing UI technical debt and accelerating feature release cycles. Fullstack Feature Delivery: Acquired Rails backend proficiency to unblock cross-functional dependencies, taking end-to-end ownership of database schemas, controller endpoints, and client-side interfaces. Design System Architecture: Standardized reusable component libraries and design tokens, translating Figma designs into production-ready UI with strict adherence to typographic hierarchy, spacing, and micro-interactions.	
Saudi Esports Federation (SEF) Awards — Lead Product Engineer Flagship National Gaming & Esports Awards Ceremony · Project / Contract (Remote)	2025
Public Voting Platform: Architected and shipped the official web application and voting platform from scratch, pairing a high-fidelity React frontend with an optimized Node.js BFF layer to absorb heavy concurrent traffic surges during live broadcast voting. Hybrid Micro-Frontend Integration: Built the awards administration console in React and integrated it into a legacy Angular host platform; designed an event-driven synchronization bridge using native DOM events (CustomEvent) to prevent router collisions and bypass a costly full-platform rewrite. Real-Time Operations Console: Engineered an operations dashboard enabling event administrators to filter, approve, and moderate candidate entries while monitoring live vote tallies through real-time telemetry.	
Aura Health — Software Engineer, Frontend Mental Wellness & Mindfulness Consumer Platform · San Francisco, US (Remote)	Feb 2020 — Jan 2021
Creator Management Portal: Developed a web application using React and Next.js enabling wellness coaches to upload, manage, and distribute episodic audio sessions. BFF Architecture: Implemented a Node.js Backend-for-Frontend layer to consolidate external service calls, reduce client payload sizes, and improve mobile web load performance. Cross-Functional Execution: Partnered closely with product managers and design leads to eliminate UX friction points across coach onboarding flows.	
Al.ta Cucina — Software Engineer, Frontend Culinary Media & Social Discovery Platform · Milan, Italy (Remote)	Jan 2019 — Feb 2020

- **Core Web Platform:** Led frontend development for high-traffic media web applications, introducing responsive design strategies that boosted user engagement and session duration.
- **Design & Performance:** Collaborated with design teams to implement fluid UI animations and optimize Core Web Vitals across desktop and mobile devices.

EDUCATION

Post-Graduate Diploma in Computer Science (2019 – 2021) — Arab Academy for Science, Technology and Maritime Transport