Mohamed Adel

Senior Frontend Engineer

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Profile

Senior Frontend Engineer with 7+ years of experience building production web applications, specializing in **Next.js**, **TypeScript** and **PHP Laravel**. At The Address Investments, I lead the frontend team and build the company's real estate **CRM serving 6,000+ users across Egypt and the UAE**, along with property and land listing platforms, a Mapbox-based masterplan and a shared design system. Hands-on across the stack, from Laravel APIs and PostgreSQL to Docker, CI/CD, AWS and Grafana monitoring. Computer Engineering graduate focused on performance, clean architecture and product impact.

Professional Experience

Senior Full Stack Developer | The Address Investments

12/2024 – present | Cairo, Egypt

- Promoted to Senior from Frontend Developer; **lead the frontend team**, mentoring developers and **reviewing and approving all frontend PRs**.
- Built and scaled the internal **real estate CRM**, serving **6,000+ users in Egypt and the UAE** across sales operations, lead management and agent workflows, full stack with **Laravel** and **Next.js**.
- Developed **Address Circle**, a platform serving **freelance brokers and small real estate companies**.
- Built **AddressOn** (property listings) and **Aradymisr** (land listings), each with a client portal and admin dashboard, on the **Next.js App Router** with **Server Components**; implemented **SEO with SSR/ISR**, **i18n with Arabic RTL** support and **Core Web Vitals** optimization, following **WCAG** accessibility standards.
- Built an interactive **real estate masterplan** with **Mapbox**, backed by a **CAD-to-GIS pipeline** (DWG/DXF to GeoJSON with coordinate reprojection), and wrote the CAD standards spec for the architecture team.
- Designed a **KYC/KYB document expiry workflow** in Laravel with status lifecycle, tiered expiry notifications, risk-based access middleware and audit logging.
- Created the shared **design system** in a **Turborepo** monorepo, documented in **Storybook** and tested with **Jest**, **React Testing Library** and **Cypress**.
- Containerized services with **Docker**, built **GitHub Actions** CI/CD pipelines, deployed on **AWS**, and set up **Grafana**/Loki monitoring and alerting for production and staging.

Frontend Developer | Kemet AI

01/2022 – 12/2024 | Cairo, Egypt

- Built the frontend of **Talkybot**, Kemet AI's chatbot application, including the conversational chat interface.
- Designed and implemented user interfaces for Kemet AI's applications, delivering a seamless and intuitive user experience.
- Built responsive web interfaces optimized for desktop, tablet and mobile devices.
- Translated design mockups and wireframes into functional, pixel-accurate frontend code in close collaboration with the design team.
- Integrated back-end APIs to fetch and display dynamic, real-time data.
- Applied performance optimization techniques to improve application speed and responsiveness.

Frontend Developer | G-Tech

06/2020 – 12/2021 | Cairo, Egypt

- Developed new features for existing applications with clean, maintainable and efficient code.
- Troubleshot and debugged application issues.
- Collaborated with cross-functional teams including designers, product managers and QA engineers.

Frontend Developer | BlaBla Connect

09/2018 – 02/2020 | Cairo, Egypt

- Designed immersive, engaging user interfaces and integrated third-party APIs for seamless in-app access to cloud data.
- Managed the app lifecycle from research and planning through deployment and post-launch support.
- Wrote technical documentation for each app, covering operation, functions, capabilities and features.
- Tested applications prior to final review to verify issue resolution.

Skills

Languages	TypeScript, JavaScript, PHP, HTML, CSS
Frontend	React, Next.js (App Router, Server Components, SSR/ISR), React Query, Redux, Tailwind CSS, shadcn/ui, Material UI, i18n/RTL
Backend	Laravel, Node.js, Express, RESTful API design
Data	PostgreSQL, Redis
Maps & GIS	Mapbox, GeoJSON, CAD-to-GIS conversion
DevOps & Cloud	Docker, GitHub Actions (CI/CD), AWS, Grafana, Loki, Vercel
Testing & Tooling	Jest, React Testing Library, Cypress, Storybook, Turborepo, Git
Practices	SEO, Core Web Vitals, WCAG accessibility, design systems, code review & mentoring

Education

Bachelor of Engineering, Computers and Systems | Al-Azhar University, Cairo | 2012 – 2017