

Summary

Product engineer and founder. Since 2024, designed, built and operated five products, independent ventures and client work, spanning AI SaaS, consumer mobile, a restaurant ordering marketplace and B2B operations software, from engineering and infrastructure through billing, growth and sales. Previously Product Data Scientist at talabat (Delivery Hero), owning experimentation for five product squads across 8+ markets.

Experience

Independent Product Engineer & Founder *UAE and Morocco*

Aug 2024 – Present

- **BYC Study, operations platform for a study abroad and immigration consultancy (client):** client portal and back office shipped in four weeks (Django, Cloud Run): lead qualification, e-signed contracts with sealed audit PDFs, document collection, automatic completion of Canadian visa (IRCC) forms. Closed the ad loop by streaming CRM stage changes (Kommo) to Meta's Conversions API, so campaigns optimize for signed clients, not form fills
- **app-screenshots.com, App Store screenshot studio:** template library, device mockups and AI localization into every store language. Taken from beta to paid plans, then discontinued in a saturated market without a scalable acquisition channel
- **Steve, offline music player for iOS and watchOS:** 20,000+ installs, about 1,000 daily active users, 4.8/5 rating, zero ad spend. Grown through a Reddit community built around user feedback and a public roadmap; those threads made ChatGPT the app's top referrer. SwiftUI, 17 locales
- **Sadeeq, commission-free ordering platform for restaurants, Abu Dhabi:** merchant suite (ordering, live tracking, rider dispatch and chat, marketing) and consumer marketplace for restaurants running their own fleets. Concept refined with feedback from Reddit users; 3 restaurants onboarded through door-to-door sales and live orders processed; wound down after seed talks with two investors
- **ilikeimg.com, AI image editing SaaS:** freemium funnel of free in-browser tools feeding paid AI features (merge, upscale, face swap). Serverless AWS architecture (Lambda, API Gateway, DynamoDB, SageMaker) with Stripe billing; scaled to 23,000 monthly users, then retired when inference costs outpaced revenue

Product Data Scientist *talabat (Delivery Hero), Dubai, UAE*

Mar 2022 – Jun 2024

- Embedded with 5 product squads (Onboarding, Home Feed, Search, Pickup, Vendor), setting the success metrics and health KPIs their roadmaps were judged against
- Owned experimentation for about 30 launches across 8+ markets; designed the quarterly holdout for the Home surface, which isolated a 1.5% relative conversion lift from a full quarter of shipped features and steered the next quarter's investment
- Halted a personalized ranking launch on Search after detecting cross-variant contamination; the resulting fix hardened assignment for every subsequent backend experiment
- Designed the customer segmentation behind a targeted discounts product (Egypt, UAE) that passed 15,000 daily orders within six months, and built the tracking plans, BigQuery and Airflow models and roughly 20 dashboards the squads ran on

Freelance Data Analyst *Self-employed, Morocco*

Oct 2020 – Sep 2021

- Sourced and delivered projects across marketing, finance and small business: an NLP topic discovery pipeline tracking Twitter trends for a digital agency, predictive models and backtested trading strategies for independent and crypto investors, and automated KPI reporting for SMEs

Data Science Intern *VINCI Energies, Casablanca, Morocco*

Feb 2020 – Jun 2020

- Built the electric load forecasting pipeline for commercial buildings end to end; benchmarked five model families from ARIMA to deep networks and delivered an encoder-decoder LSTM with exogenous inputs, tuned by Bayesian optimization, with uncertainty estimates from Monte Carlo dropout

Skills

- **Product:** Product discovery, A/B and holdout testing, product metrics, funnel, cohort and retention analysis, pricing, SEO and community growth, B2B sales
- **Engineering:** Python (Django), Swift (SwiftUI), Flutter, JavaScript, SQL, PostgreSQL, REST APIs and webhooks, CRM and ads integrations (Kommo, Meta Conversions API), Stripe, AI-assisted development
- **Cloud & Data:** Google Cloud (Cloud Run, Cloud SQL), AWS (Lambda, API Gateway, DynamoDB, SageMaker, S3), Cloudflare, BigQuery, Airflow, PostHog, Google Analytics 4, Tableau, Looker

Education & Languages

M.Eng. Electrical Engineering *École Nationale Supérieure des Mines de Rabat, Morocco*

2017 – 2020

Arabic: Native

French: Professional

English: Professional (TOEIC 970/990)