

# Joseph Yas

## Senior Software Engineer

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### PROFESSIONAL SUMMARY

Results-driven and highly skilled Senior Software Engineer with 7+ years of experience in leading technical strategies, managing end-to-end development, and optimizing operations. Expertise spans a wide range of front-end and back-end technologies, with a proven track record of delivering high-performance web solutions. Adept at building scalable systems and designing user-centric applications that excel in high-traffic environments. Recognized for strong leadership in team management and innovative problem-solving to drive business success.

### SKILLS

- **PHP:** OOP, MVC, PDO, RESTful APIs, Authentication, Design Patterns, Error Handling, File Handling, Composer, Performance Optimization.
- **Laravel:** Eloquent ORM, Blade, Artisan CLI, Migrations, Seeders, Queues, Jobs, Middleware, Rate Limiting, Event Broadcasting, Livewire.
- **Frontend:** React, Next.js, TypeScript, JavaScript (ES6+), TailwindCSS, Bootstrap, SASS, GSAP, Framer Motion.
- **WordPress:** Theme Development, Plugin Development, WooCommerce, Headless WordPress, Gutenberg, Object Caching.
- **DevOps:** Docker, Git/GitHub/GitLab, CI/CD Pipelines, GitHub Actions, Linux Server Administration, Bash Scripting, Monitoring Tools (Prometheus, Grafana).
- **Web Application Security:** OWASP Top 10, SQL Injection, XSS, CSRF, JWT, OAuth2, HTTPS, Vulnerability Scanning, Penetration Testing.

### PROFESSIONAL EXPERIENCE

Barjil (Barjil.com) - *Tehran, Iran*

April 2024 - Present

#### Technical Team Lead

- Acquired and onboarded 2 new team members, fostering a collaborative technical environment.
- Designed and implemented the structure and processes for a new technical team, resulting in a **30% improvement in project delivery timelines**.
- Lead weekly on-call rotation, maintaining **99.8% uptime** across four dark-store services.
- Regularly present architecture trade-offs to C-suite and non-technical stakeholders.
- Planned and developed a custom ERP system for back-office operations, which **automated 70% of routine tasks** and **reduced operational errors by 50%**.
- Presented and executed automation solutions for repetitive workflows, **reducing manual labor by 20 hours per week** and **increasing overall efficiency by 25%**.
- Led training sessions and mentored team members, **boosting individual productivity by 15%** and improving code quality as measured by a **25% reduction in reported bugs**.

DID Creative Strategy (didstudio.co) - *Tehran, Iran*

September 2022 - December 2024

#### Technical Team Lead

- Led technical strategy, development, and operations within a dynamic team of **4-7 members**.
- Collaborated with executive leadership and cross-functional teams to align technical initiatives with business goals, resulting in a **30% increase in overall operational efficiency**.
- Directed the implementation of innovative technologies and solutions, resulting in a **50% improvement in project performance**.
- Presented technology updates to stakeholders, showcasing the successful execution of projects and contributing to a **35% increase in client satisfaction**.

Khane Sarmaye (khanesarmaye.com) - *Tehran, Iran*

April 2022 - September 2024

#### Senior Full Stack Developer

- Managing more than 8 websites while cooperating with marketing team.
- Tailored plugins, theme customizations, A/B tests, technical SEO.
- API automations over websites and landings leading to a **30% reduction in manual labor**.
- Developed landing pages with high concurrent user registrations (**+10K registrations per week**)

Datarivers - *Amsterdam, Netherlands*

April 2018 - April 2022

### **Senior Full Stack Developer**

- Experienced working remotely for international companies.
- Designed and programmed more than **250 WordPress custom plugins**.
- Effectively multi-tasked and worked well with internal and external teams.
- Remained dedicated to emerging technology and the latest digital marketing concepts.
- Successfully identified, diagnosed, and fixed website problems.

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### **HOBBIES**

Playing video games, Reading books, Listening to music (mostly Jazz, Rock) and podcasts, Watching movies, Cooking, Sports.