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WORK EXPERIENCE

Jweda Labs

Founder

Dec 2023–Present

Accomplishments:

- Founded and operated a **software consultancy**, establishing client relationships, a contractor network, delivery processes, and engineering standards to deliver client software projects.
- **Integrated AI** across the software development lifecycle, including coding, debugging, testing, and documentation; built custom bookkeeping software that **replaced a paid SaaS subscription** and reduced recurring software costs.
- **Gathered requirements** directly from stakeholders and delivered **software solutions** to business problems, focusing on reducing costs, improving operations, and increasing revenue.
- Redesigned a client's website around measurable **business outcomes**; following the redesign, business calls increased by **175%**, requests for directions by **91%**, web traffic by **157%**, and online bookings by **68%**.
- **Managed contractors** by defining and prioritizing work, guiding implementation, and reviewing deliverables, keeping development aligned with project requirements and **quality standards**.

ApplyBoard

Senior Software Developer

May 2022–Oct 2023

Technologies: AWS, CSS, HTML, JavaScript, MySQL, Nest, Node.js, Ruby, Ruby on Rails, TypeScript.

Accomplishments:

- Developed a reusable NestJS **logging module** that standardized log output and simplified logging for developers.
- Built a **feature-flagging** and **A/B testing** library, enabling teams to control feature availability and run product experiments.
- Served as the **senior developer** on a **confidential product initiative**, guiding the team's implementation of project requirements.
- Conducted **technical interviews** for regular and co-op positions, assessing candidates and contributing to hiring decisions.

Senior Software Developer

Nov 2020–May 2021

Technologies: AWS, CSS, Express, HTML, JavaScript, MySQL, Node.js, Okta, Ruby, Ruby on Rails, TypeScript.

Accomplishments:

- Drove a **test performance** and reliability initiative on the Platform team, eliminating flaky tests and reducing test execution time by **80%**, saving more than **one hour per build** and shortening developer feedback cycles.
- Built an **authentication proxy** that enabled internal API consumers without cookie-based authentication to use JWT, removing an integration barrier and improving access to internal APIs.
- Collaborated with **internal stakeholders** to align development work with business objectives and supported **organizational change**, helping engineering teams adopt new in-house libraries and tools.

Shopify

Developer

Jun 2021–Apr 2022

Technologies: CSS, GraphQL, HTML, JavaScript, MySQL, React, Ruby, Ruby on Rails.

Accomplishments:

- Developed a replacement internal **engineering job-posting tool**, improving internal hiring workflows and supporting engineering resource allocation.
- Improved internal **knowledge management tooling**, making information easier to share and supporting collaboration across the organization.
- Owned the **end-to-end development** of a **B2B checkout feature**, from requirements gathering and design through implementation and integration, enabling specific checkout features to be conditionally disabled for B2B transactions.
- Identified gaps in **project requirements** and helped refine scope and deliverables, giving the team clearer requirements for implementation.

* I do not wish to receive [CEMs](#) on this email address.

Drop Technologies

Senior Software Developer

Nov 2019–Apr 2020

Technologies: PostgreSQL, React, React Native, Ruby, Ruby on Rails, and TypeScript.

Accomplishments:

- Refactored **redemption workflows** to improve **data collection and traceability**, enabling the Operations team to investigate redemption issues and resolve problems faster.
- Integrated a **gift card issuance API** into the points redemption workflow, enabling users to redeem points for gift cards and improving **user engagement** and satisfaction.
- Expanded **test coverage** for a feature-flagged change and validated critical functionality, improving product reliability and user experience.
- Contributed to an **app redesign** that aligned the product with Drop's shift from a shopping-focused platform to a broader lifestyle offering.

Financeit

Software Developer

Jan 2018–Nov 2019

Technologies: AWS, Bootstrap, CSS, HTML, JavaScript, Elasticsearch, Looker, MySQL, Ruby, and Ruby on Rails.

Accomplishments:

- **Led the loan renewals project** through a multi-month delivery, co-authoring the **requirements document**, coordinating cross-functional stakeholders and timelines, prioritizing work, and conducting user acceptance testing. Delivered incrementally, with the completed project contributing to **more than \$3 million in monthly loan sales**.
- As the senior developer on the **Operations Efficiency** team, partnered with internal stakeholders to identify bottlenecks, establish baseline metrics, and implement software improvements. Within two months, the changes saved **over 100 hours per month** across the organization.
- Integrated an **A/B testing framework**, trained developers on its use, and partnered with **Business Intelligence** to incorporate experiment results into analytical workflows.
- Contributed to a **major-version Ruby on Rails upgrade**, expanding tests and increasing **test coverage by more than 5%** across the application.
- Improved **application security** by remediating cross-site scripting, SQL injection, and Rails-specific vulnerabilities, reducing the known **vulnerability count to zero**.
- Maintained **website availability** through proactive reliability work and reactive issue resolution, supporting continued access to the lending platform.

Green Brick Labs

Junior Developer

Aug 2016–Dec 2017

Technologies: Actionhero, Bitcoin, Cryptocurrency, JavaScript, MariaDB, and Node.

Accomplishments:

- Served as temporary **team lead**, coordinating development tasks and ensuring project milestones were met.
- **Mentored** new team members on the codebase, organizational culture, and performance expectations, supporting **onboarding** and integration into the team.
- Conducted **software demos** for **stakeholders and clients**, explaining new product features and improvements to build understanding of the software.
- Served on the **Hiring Committee**, leading technical **interviews** to inform candidate selection and recommending improvements to the interview process.
- Contributed to **architecture** discussions by translating UI mock-ups into API and database designs and breaking complex features into implementation tasks, providing concrete designs and **development plans**.
- Managed a challenging **client relationship**, addressing concerns and maintaining collaboration throughout the project.

eCenter Research

Developer

May 2011–Aug 2014

Technologies: Adobe Flex, CSS, HTML, JavaScript, jQuery, jQuery UI, MySQL, PHP, and Yii.

Accomplishments:

- Demonstrated a high degree of **autonomy** by effectively working independently on tasks, ensuring timely and efficient project delivery.
- Successfully executed the **website development** for administering psychological assessments to healthcare providers, including **Health Canada**.
- **Effectively communicated** complex technical details to the CEO, facilitating a comprehensive understanding of project progress and **technical aspects**.
- Pioneered the creation of a **user-friendly tool** for generating customized patient reports, enhancing patient care and **reporting** capabilities.

TEACHING EXPERIENCE

Trent University

Sessional Faculty Member – COIS-2830H: Multimedia and Design

Jan 2026–Apr 2026

Workshop Leader – to Alaa Alsiaity in COIS 3750: Principles of Online Marketing

Jan 2024–Apr 2025

Workshop Leader – to Andy Reid in COIS 1620: Introduction to Information Systems

Jan 2024–Apr 2024

Workshop Leader – to Brian Hircock in COIS 3820: History and Impact of Computing

Sep 2023–Dec 2023

Workshop Leader – to Brian Hircock in COIS 4550: Artificial Intelligence

Jan 2023–Apr 2023

Workshop Leader – to Andy Reid in COIS 2750: Computer Crime and Forensics

Jan 2023–Apr 2023

Teaching Assistant – to Professor Sabine McConnell in COIS 2320: Digital Logic

2013

Queen's University

Teaching Assistant – to Professor Farhana Zulkernine in "COGS 100: Introduction to Cognitive Science"

2014–2016

EDUCATION

Queen's University

Master of Science (MSc)

2016

Thesis: "Adding Run-Time Monitoring to UML-RT by Modifying the Papyrus-RT Code Generator"

Advisor: Juergen Dingel

Trent University

Bachelor of Science with Honours (BSc Hons)

2014

Major: Computing Systems

Specializations: Computer Science and Software Engineering

College of Banking and Financial Studies

Higher National Diploma (HND)

2009

Subject: Computing

Grade: Distinction

AWARDS

Trent University

President's Honour Roll

2014

The President's Honour Roll was established in 2000 to recognize students who have achieved a minimum cumulative average of 80% or better overall.

Dean's Honour Roll

2010–2012, 2013–2014

The Dean's Honour Roll was established in 1986 to recognize students who have achieved 80% or better in their most recent session and have maintained a minimum cumulative average of 75% overall.

PUBLICATIONS

Papers

"Run-time Monitoring of a Rover: MDE Research with Open Source Software and Low-cost Hardware" 2016
EduSymp/OSS4MDE@MoDELS 2016
<http://ceur-ws.org/Vol-1835/paper06.pdf>

"Adding Run-Time Monitoring to UML-RT by Modifying the Papyrus-RT Code Generator" 2016
Queen's University
https://qspace.library.queensu.ca/bitstream/handle/1974/14733/Juwaidah_Laith_201608_MSc.pdf

"Supporting the model-driven development of real-time embedded systems with run-time monitoring and animation via highly customizable code generation" 2016
ACM/IEEE 19th International Conference on Model Driven Engineering Languages and Systems
<https://qspace.library.queensu.ca/bitstream/handle/1974/15094/supporting-model-driven.pdf>

Posters

"Model Refinement Using Runtime Information" 2015
Queen's Graduate Computing Society Conference (QGCSC) 2015

ORGANIZATIONS

Canadian Information Processing Society (CIPS) Mar 2023–Present
CIPS is a national federation of CIPS Provincial Societies who certify IT professionals in Canada and abroad. Since 1958 CIPS has helped advance Canada's IT profession by fostering standards, best practices, and integrity for the benefit of IT professionals and the public interest.

IEEE Computer Society Jan 2021–Present
The IEEE Computer Society is the premier source for information, inspiration, and collaboration in computer science and engineering. Connecting members worldwide, the Computer Society empowers the people who advance technology by delivering tools for individuals at all stages of their professional careers.

Institute of Electrical and Electronics Engineers (IEEE) Jan 2021–Present
IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community to innovate for a better tomorrow.

Association for Computing Machinery (ACM) Jan 2021–Present
ACM brings together computing educators, researchers, and professionals to inspire dialogue, share resources, and address the field's challenges.

Unicode Consortium Dec 2022–Nov 2023
The Unicode Consortium is a non-profit corporation devoted to developing, maintaining, and promoting software internationalization standards and data, particularly the Unicode Standard, which specifies the representation of text in all modern software products and standards.

Royal Heraldry Society of Canada Aug 2022–Jul 2023
The Unicode Consortium is a non-profit corporation devoted to developing, maintaining, and promoting software internationalization standards and data, particularly the Unicode Standard, which specifies the representation of text in all modern software products and standards.

Consumers Council of Canada May 2022–Apr 2024
The Consumers Council of Canada is committed to good governance, excellence in research and listening to consumers. Its consultative, fact-based approach provides the foundation for its engagement of consumer issues through consumer representation.

VOLUNTEER EXPERIENCE

University Health Network (UHN)

Patient Partner

Mar 2023–Present

The Patient Partner Program is a community of patients and family caregivers who are interested in contributing their experiences and expertise to improving and transforming healthcare.

Youth Science Canada (YSC)

Board Member

Jul 2025–Present

Established in 1966, YSC fuels the curiosity of Canadian youth through Science, Technology, Engineering and Mathematics (STEM) projects.

Canada-Wide Science Fair (CWSF) Judge

May 2022

The week-long CWSF brings together the country's top young scientists in grades 7-12/Cégep. In addition to scientific, social, and cultural activities, the 500 finalists compete for medals, cash prizes, scholarships, and exclusive opportunities.

Toronto Science Fair (TSF)

Committee Member

Dec 2023–Present

The Committee coordinates the TSF, including fundraising, planning the event day, logistics, awards, etc...

Judge

Apr 2022–Apr 2023

TSF is the organization responsible for the Regional Science Fair for Toronto. TSF seeks to offer a top-quality science fair experience for all students in Toronto. Winners can compete in the Canada-Wide Science Fair.

IEEE Canada

Website Administrator

Jan 2024–Dec 2024

IEEE Canada is the Canadian arm (as Region 7) of the Institute of Electrical and Electronics Engineers (IEEE).

Kingston Frontenac Public Library

Coder Dojo

2015

Coder Dojo provides a fun and welcoming environment for children and youth to develop computer coding skills for web, app, and game design.

Queen's University Society for Graduate and Professional Students (SGPS)

SGPS Judicial Committee

2015–2016

The Judicial Committee resolves complaints about the non-academic behaviour of SGPS members. The Committee's jurisdiction includes violations of the SGPS bylaws and university code of conduct; public disturbances at SGPS-sponsored events; and cases of harassment, intimidation, assault, vandalism, theft, willful or damage to property against members of the Queen's community.

SGPS Council MSc Liaison

2014–2016

The SGPS Council is the legislative body of the SGPS and is responsible for directing and overseeing the activities of the executives, for formulating and authorizing policies, and acting as a liaison between the executives and the ordinary members of the SGPS.

Queen's University Graduate Computing Society (GCS)

GCS Graduate Committee MSc Officer

2014–2016

Collaborated on curriculum and exam development, met with students upon request, and graded all written work, including final exam papers.

Trent University Department of Computing and Information Systems (COIS)

COIS Program Committee Student Representative

2013–2014

The Program Committee is concerned with matters related to the operation of the department including accreditation, course selection and design, and gathering feedback.

LANGUAGES

Arabic

Bilingual proficiency.

English

Bilingual proficiency.