

# ENG. JOUD KHATTAB

Information Management Officer | Data Scientist

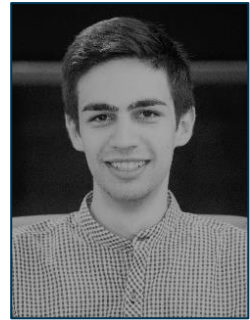
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## BACKGROUND

I am Data Scientist with four years of experience in analysis with extensive experience working in technology driven businesses converting big data in to meaningful and actionable insights. I am inspired by the significant role of technology in development issues and how frontier technologies could shape the current world we live in. I have always been drawn to the space where technology and business intersect. So, my education in these fields enables me to communicate effectively with both sides. I am passionate about education and acquiring knowledge, in addition to gaining expertise related to innovation. I am an experienced software architect with more than seven years of diverse work in data analysis, programming, and academic teaching. I am an eager volunteer and tech entrepreneur who always loved to get involved in innovative development, technology, and leadership projects and initiatives.

## PERSONAL INFORMATION

**Date of Birth:** 2<sup>nd</sup> January 1994

**Nationality:** Syrian

**Marital status:** Single

**Gender:** Male

**Military Service:** Exempt

## LANGUAGES

**Arabic:** Native proficiency

**English:** Professional working proficiency

## COMPETENCIES & SKILLS

Analytical Skill, Quality Assurance, Leadership, Digital Innovation, Critical Thinking, Hard Working, Problem Solving, Team Working.

## EDUCATION



### Master in Big Data Science

Dec. 2016 – Dec. 2019

**Average:** 79%

**Institution:** Higher Institute for Applied Sciences and Technology, Damascus, Syria

**Field of Study:** Data Warehousing & Mining, Data Analysis, Machine Learning, Data Visualization, Cloud Computing, Data Privacy, Text Analytics, Social Network Analysis.



### Bachelor of Economics

Jun. 2011 – Jun. 2017

**Major:** Business Administration

**Average:** 75%

**University:** Damascus University, Damascus, Syria

**Field of Study:** Project Management, International Marketing, E-Commerce, Human Resource Management, SMES Management, International Business Administration.



### Bachelor of Informatics and Communication Engineering

Aug. 2011 – Aug. 2016

**Major:** Software Engineering

**Average:** 93.5% | First class in all semesters

**University:** Yarmouk Private University, Damascus, Syria

**Field of Study:** Programming, Algorithm Analysis, Database Systems, System Analysis & Design, Image Processing, Artificial Intelligence, Natural Language Processing.

## RESEARCHES & PROJECTS

- Business Analysis Strategy. 2020
- Customer Engagement Management. 2020
- Using Social Network Analysis to Understand and Analyze the SDGs. 2019
- Geospatial Information Management. 2017
- Big Data for Development. 2017
- Fog Computing Architecture. 2017
- Understanding Personality through social media. 2017
- Data Storytelling. 2017
- Semi-supervised learning in Data Mining. 2015

## WORK EXPERIENCES



### Information Management Officer at UNDP Syria in the Early Recovery & Livelihood Sector

Nov. 2021 – Present

#### Responsibilities

- Respond to Early Recovery and Livelihood (ERL) sector needs for information and develop relevant databases, maps, and charts as per the sector objectives, plans and activities on a regular basis.
- Manage data collection, analysis, and dissemination for the ERL Sector and constantly update the ERL 4Ws database and derivative products.
- Management of all IM related processes involving the Humanitarian Need Overview (HNO), Humanitarian Response Plan (HRP), Syrian Humanitarian Fund (SHF) allocations, as well as information sharing with other sectors.
- Strengthening evidence based learning and contextual and sectorial analysis reports to track most priority response and the consequent mapping of ERL resources, needs and gaps.

#### Achievements

- Developed an Excel macro and standardized reporting templates, resulting in efficient data collection and a 35% reduction in turnaround time.
- Prepared management reports and reach analyses for humanitarian country team and the secretary general.
- Developed dashboards containing early recovery interventions across Syria to global and local senior management teams; dashboards used by 30+ agency.



### ICT Quality Assurance & Data Analyst at UNDP Syria in the NGO Capacity Building Unit

Jan. 2021 – Nov. 2021

#### Responsibilities

- Develop QA and M&E SOPs for the services, activities, and projects implemented by NGO's capacity building unit.
- Analyze NGOs ICT requirements, emphasizing changing NGOs management's mindset to comprehend the necessity of ICT as a vehicle for NGO's advancement.
- Define and set software solutions TORs and specifications for NGO's capacity building unit.
- Develop the NGOs platform and its reporting dashboard.
- Administrate the e-learning platform, and coordinate the review of the training modules and curriculum
- Manage the data collection and analysis for the CSOs/NGOs.

#### Achievements

- Developed and launched an online platform that aims to enhance the capabilities of the Syrian civil sector organizations, networking efforts and exchange of experiences among them.
- Establish a wholistic Engagement System, including i) management of NGOs capacities analysis, ii) trainees tracking data sets. Led to ease of access to information and convene proper analysis.
- Created knowledge base of 600 NGOs that let to cut projected time for data analysis by 60%.



## Instructor at Yarmouk Private University in the Information and Communication Engineering College

Feb. 2017 – Sep. 2021

### Position

- Secretary council of the information and communication engineering college.
- Representative of the college technical commission.

### Responsibilities

- Teaching courses vary between programming, algorithms, data analysis, and courses that describe system analysis and design process steps from requirement gathering to testing the developed software.
- Graduation projects supervisor and jury member.
- Regular curriculum development as well as planning and preparing a new college curriculum plan.
- Preparing the academic programs for the semester.
- Follow up on the scientific quality of the course content.
- Coordinate Council and Executive Committee meetings for the college.

### Achievements

- Taught more than 1000 Students and conducted curriculums for 12 different courses.
- Guided 25 graduate projects in software engineering, mobile development, artificial intelligence, augmented reality, and many more.
- Mentored dozens of students to get a professional work experience.
- Supervised and mentored dozens of students to get a professional work experience, who were each gain job offers.
- Revitalized the college by carrying out seven advocacy workshops toward Programming, SDG, Entrepreneurship, and Frontier Technologies.



## Business & Data Analyst at Spaceton in Spaceton GO VOD Platform

Apr. 2020 – Dec. 2020

### Responsibilities

- Managing compiling and tracking KPIs and periodic analysis delivered for SVOD platform.
- Identify fast viewership trends and top performing content to drive strategic promotion.
- Work closely with stakeholders and team members to identify and unlock business opportunities.
- Define, set and develop a consistent data strategy and business intelligence solutions that meets the business objectives and targets.
- Designing, implementing, and improving data models, data pipelines, and metadata extractors.
- Lead, implement, and maintain the integration and operation of the analytics and engagement systems.
- Support insights and visualization of historical and complex data sets and develop prototype solutions, models, and algorithms analytics to lead to actionable insights and decisions.
- Ensuring data accuracy, performance, usability, and functionality requirements of BI platform.

### Achievements

- Designed and implemented data driven customer journeys with the CEM team, AB tested and optimized to maximize engagement, conversion, and retention of customers.
- Designed and implemented a data warehouse to obtain a single view of the company customers to capture business operation information.
- Built custom integrations between CleverTap and legacy CEM and internal systems to consolidate users' engagement and campaign tracking.
- Led ethnographic research and customer segmentation of 80000 respondent survey to define priority target customers; built positioning strategy and designed 10 experience elements.
- Generated insights on customer churn and renewal rates from data tables with 100M+ rows in SQL.



**Instructor at Arab International University in the  
Information and Communication Engineering College**

**Aug. 2018 – Aug. 2020**

**Responsibilities**

- Teaching Software Engineering courses at the Faculty of Information and Communication Engineering. Courses like System Analysis and Design, and Business Intelligent.
- Supervising 8 senior and junior projects.
- Certified Trainer for the national graduation examination.

**Co-Founder & Software Architect at ICT Solutions Office**

**May 2018 – Jan. 2019**

**Responsibilities**

- Design, develop and execute software solutions to address business issues.
- Create high-level product specifications and design documents.
- Develop a software project plan and manage its deliverables.
- Leading and managing the software project team.
- Ensure that the software solution meets various quality assurance criteria.
- Create a test plan to assess functionality, performance, reliability, and compatibility of software's.
- Evaluate and recommend tools and technologies to ensure the highest quality product platform.

**Achievements**

- Developed and deployed more than five web platforms.
- Provided free of charge technical and business help for early stages startups and initiatives.
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced load time by 50%.
- Managed a 7-member cross-functional (product, engineering, support) team and coordinated with six business partners toward the successful launch of online platforms.



**Researcher Intern at UN-ESCWA in the Statistical Division**

**Sep. 2017 – Jan. 2018**

**Responsibilities**

- Compiles, processes, and works with socioeconomic multidimensional databases.
- Facilitate in developing, implementing, and managing statistical database and data science projects.
- Supports drafting of inputs to presentations, project documents, and research papers.
- Coordinate in the organization of seminars, working groups and expert meetings.

**Achievements**

- Developed research about Big Data and its importance to national statistical offices and projects related to it to implement Sustainable Development Goals (SDGs).
- Conducted research about Geographic Information System (GIS) and Geo-spatial data for development in the world and the maturity of Arab countries in this domain.
- Applied performance testing and functional testing on e-learning platform on gender statistics and open data platforms for statistical division.
- Associated in organizing an expert group meeting on Innovation and Technology for SDGs.
- Developed a prototype to identify key influencers on Twitter using clustering techniques over 100,000 data points in Python.

## Full Stack Web Developer Freelancer

Jan. 2015 – May 2018

### Responsibilities

- Design the overall architecture of web applications.
- Maintain quality and ensure responsiveness of applications.
- Creating servers and databases for functionality.
- Ensuring responsiveness of applications.
- Working alongside graphic designers for web design features.
- Designing and developing APIs and write their technical documentation.
- Development websites using ASP.NET, PHP, HTML5, JavaScript, and many more tools and languages.



## Co-Founder of ALMNI E-Learning Platform at ICT Incubator

Feb. 2015 – Feb. 2016

### Responsibilities

- Attended various startup exhibitions and other events to present the product and company potential customers, partners, and investors.
- Conducted a business plan and strategy, developed business model, and participated in all facets of the business development.
- Develop the desktop and the web application for the platform as well as developing the ML/AI algorithms for recording lessons and playing them.

### Achievements

- Found a company which is specialized in the development of interactive and intelligent e-learning and screen recording platforms which use machine learning and AI to automate and expedite
- Built a self-learning, interactive and intelligent e-learning platform which is dedicated to record computer programs in a smart way that is more interactive and easier than any existing self-learning system.
- Had a full year incubation at Information Technology Incubator (ICT) in Damascus where we received entrepreneurship trainings and mentoring from experts.
- Won the third-place price at Startup Weekend Damascus.



## Web Developer at Dot Connect Web Solutions Company

Jun. 2014 – Jan. 2015

### Responsibilities

- Working remotely with a team in Saudi Arabia, Turkey, and Germany.
- Software development for web-based systems, using C#, ASP.net, MVC, Entity framework, MSSQL server.
- Create a website layout/user interface by using standard HTML/CSS practices.

## VOLUNTARY EXPERIENCES



### **Youth Ambassador at World Summit Awards (WSA)**

**Jun. 2020 – Present**

#### **Overview**

- The World Summit Awards WSA is an INGO that hold a unique awards system, selecting and promoting local digital innovation to improve society. WSA implements the UN agenda for the development of the information society and explicitly supports the UN SDGs through ICTs.

#### **Responsibilities**

- Spread the call for WSA Young Innovators at both the national and regional level.
- Share thoughts and perspectives for strategic decisions related to WSA.
- Promote the overall objectives and initiatives of WSA related to youth and SDGs.
- Participate as members of the jury for the WSA Young Innovators.

#### **Achievements**

- Nominated three Syrian entrepreneurs and startups for the international competition and linking them with international bodies.



### **Technical Team Leader at Youth Leadership Programme (YLP) in UNDP Bureau**

**Nov. 2019 – Dec. 2020**

#### **Responsibilities**

- Create design, develop modules, and coordinate efforts with the development team, working on platform architectural implementation.
- Take initiative in solving complex technical problems and recommend original solutions and design approaches to platform requirements, making decisions between competing solutions.
- Evaluates needs for designs and work closely with the communication team for product plan.

#### **Achievements**

- Worked on the development of YLP platform which built the region's most dynamic network working at the intersection of youth, innovation, and sustainable development. It aimed to connects YLP alumni and partners across the Arab States region. It offers a space for participants to network, shares their ideas, and search for support.
- Lunched YLP online platform during YLP5 regional forum in Amman.
- Recruited and led 6 volunteers from 6 Arab countries to work on the platform.



### **Advisory Council Member at Youth Leadership Programme (YLP) in UNDP Syria**

**Mar. 2019 – Mar. 2022**

#### **Responsibilities**

- Supports the UNDP YLP and UNDP Syria Country Office relevant youth-led initiatives and programming by following on planning process, implementation, and coordination with partners, accessing regional networks, creating linkages, and providing technical support.
- Support Syria CO in designing of systematic approach to developing UNDP Syria Youth Database categorized by Youth engagement in various programmatic thematic areas and analyzing trends of them.
- Works in the development of project activities to promote youth's social, and economic empowerment in Syria and the Arab region.
- Facilitates the delivery of YLP activities and other ongoing Youth-led Initiatives by monitoring results achieved during implementation.

#### **Achievements**

- Lunched SEERS digital platform which is designed to identify core and innovative leaning of a digital community that best encourages, inspires, and supports successful social enterprises and entrepreneurs in Syria.
- Contributed to strategic planning including developing Youth Action Plan for Syria and creative responses to emerging challenges and opportunities for youth in Syria and the Arab region around SDGs.



**Chief Technology Officer & Trainer at ChangeMakers**

**Aug. 2017 – Aug. 2020**

### **Startup Overview**

- ChangeMakers is a social enterprise born from the heart of Damascus, Syria, aiming to teach the youth the principles of programming and improve their ability to communicate effectively. ChangeMakers seeks to bridge the gap in school education by adapting convenient curriculum and interactive teaching while also reduce the gender gap in the tech field.

### **Responsibilities**

- Ensure strategy alignment with vision and objectives while developing strategies and plans.
- Lead a team of 15+ online and offline motivated young people.
- Design and develop coding and problem-solving curriculums for kids.
- Facilitate the implementation of meetups impacting +1,000 young programmers and university students.
- Develop technical aspects of the initiative strategy to ensure alignment with its goals.
- Supervising the development of an interactive learning platform and blog that advocates coding for youth.

### **Achievements**

- Partnership with five different initiatives, programs, and entities.
- Lunched e-learning platform and blog for teaching programming, design thinking, and entrepreneurship.
- Developed of programming curricula and algorithms for adolescents.
- Organized Innovation Bootcamps impacting 50+ young people, Hackathons producing 15+ tech and web-based projects.
- Planned and steted up the first AI camp for non-technologists.



**Co-Founder & Event Organizer at Innovation Hub**

**Feb. 2019 – Jun. 2019**

### **Startup Overview**

- A Syrian initiative that was founded to support entrepreneurship, technology, and innovation. By encouraging youth to start their tech startups, Promoting the culture of openness, collaboration, and innovation and providing a supportive environment for them.

### **Responsibilities**

- Plan and execute the event from concept to finish.
- Communicate with the partners to understand their wants and needs for the event.
- Create a budget that suits the allocated fund.
- Design a layout and agenda of the event.
- Hire essential volunteers and manage staff, as well as a special guest appearance.
- Negotiate and contract with vendors.

### **Achievements**

- Supported 45 youth to start more than 20 tech startups.
- Advocated about the technological tools, applications, and possible usages in different aspects.
- Encouraged tech students and experts to be more collaborative and open to working in teams.
- Partnership with more than 20 partners and sponsors.





## Organizer at Syrian Collegiate Programming Contest

Aug. 2016 – Oct. 2018

### Contest Overview

- The International Collegiate Programming Contest, known as the ICPC, is an annual multi-tiered competitive programming competition among universities.

### Responsibilities

- My responsibilities have varied from volunteer, facilitator, mentor, organizer to a focal point for this contest over the past years.
- Tasks were centered on preparing the competition at the local and regional levels, from team training and event organization.

### Achievements

- Organized three programming contests at the national level.
- Mentored and trained more than 15 students to participate in the national contest.

## TED<sup>x</sup> Technical Associate at TEDxYPU

Nov. 2014 – Feb. 2015

### Initiative Overview

- TEDxYPU is an event that brings together bright minds to give ideas-focused talks and a wide range of subjects, to foster learning, inspiration, and wonder-and provoke conversations that matter.

### Responsibilities

- Associated with all the technical needs for the initiative.
- Helped in the organization of the event.
- Designed and Developed the event website.

### Others

- Scientific committee member | Distinction and Creativity Agency - Syria 2022
- Virtual Development Assignment Programme VDAP | UNDP Global 2022
- Jury Member in Generation Unlimited Competition | UNDP & UNICEF - Syria 2020
- Mentor in Design the Future: Post-COVID Hackathon | YLP UNDP - Regional 2020
- Mentor in PeaceTech Youth Hackathon | Riyada for Social Innovation - Lebanon 2019
- ICT Trainer | Syrian Computer Society NGO - Syria 2019
- Web Developer and Technical Associate | Scratch Day Initiative - Syria 2017
- Web Developer and Technical Associate | Be 100 Ragl Initiative - Syria 2016
- Organizing fairs and student activities | Yarmouk Private University - Syria 2015 & 2016

## TECHNICAL SKILLS

- **Programming Languages:** C, C++, C#, Java, ASP.NET MVC, HTML5, CSS3, JavaScript, jQuery.
- **Database Programming Languages:** MySQL, JSON, XML, SQL, LINQ, NoSQL, RDF.
- **Software Development Tools:** Visual Studio, Android Studio, NetBeans, SQL Server Management Studio, Unity, Anaconda, WordPress, Arduino, Wamp.
- **Big Data Tools:** Hadoop, Spark.
- **Data Analysis Tools:** Python, R, Advanced Excel, Google Analytics.
- **Data Mining Tools:** Visual Studio Business Intelligence, Knime, Firebase.
- **Data Visualization Tools:** Power BI, Tableau, Gephi, Gapminder.
- **Team Management Tool:** Slack, Trello, GitHub.
- **Modeling and Design Tools:** Enterprise Architect, Visual Paradigm.

## CERTIFICATES

### Algorithms & Problem-Solving Competitions

- ACM SYPUCPC | International Collegiate Programming Contest | Third Place 2016
- ACM SYPUCPC | International Collegiate Programming Contest | First Place 2014 & 2015
- ACM SCPC | International Collegiate Programming Contest | Achievement 2014 & 2015 & 2016

### Entrepreneurship Competitions

- Jusoor Entrepreneurship Competition | Third Place 2018
- Khebrat Syria | Third Place 2016
- Startup Weekend Damascus | Third Place 2015

## TRAINING

- Building Beneficiaries Database - MS Access | UNDP, Syria Apr. 2021
- Knowledge Management in NGOs | UNDP, Syria Mar. 2021
- Omnichannel Customer Engagement and Analysis Management | CleverTap, Online Dec. 2020
- Mobile App Store Marketing Intelligence | Sensor Tower, Online Oct. 2020
- Civic Sector Engagement and Capacity Development, Youth Perspective | UNDP, Syria Oct. 2019
- TOT on SDGs Advocacy | UNDP, Syria Jul. 2019
- Statistics on Based Gender | UN-ESCWA, Lebanon Jan. 2018
- Jusoor Entrepreneurship Bootcamp | Jusoor, Lebanon Feb. 2018
- ICTI Bootcamp for Entrepreneurship and Startups | ICT Incubator, Syria Oct. 2015

## CONFERENCES & WORKSHOPS

- Artificial Intelligence for Collective Intelligence | UNDP, Qatar Jun. 2022
- Youth Leadership Program 6 | UNDP Arab States, Online Nov. 2020
- Youth Leadership Program 5 | UNDP Arab States, Jordan Nov. 2019
- Women in Data Science | AUB, Lebanon Mar. 2018 & 2019 & 2020
- Big Data & Cyber Security | LU, Lebanon Dec. 2018
- Facebook F8 | Developer Circle Beirut, Lebanon Oct. 2018
- Startup Battlefield MENA | TechCrunch, Lebanon Oct. 2018
- Arabic Digital Content | SVU, Syria Sep. 2018
- ArabNet Beirut | ArabNet, Lebanon Feb. 2018
- Innovation and Technology for achieving the 2030 Agenda | UN-ESCWA, Lebanon Dec. 2017
- Google Developer Group DevFest | GDG Coast Lebanon, Lebanon Nov. 2017