Samer N. EL Murr

Senior Full Stack Developer
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PROFESSIONAL SUMMARY

Senior full-stack developer with **5 years** of experience building web products with React, Next.js, Node.js, PHP/Laravel, and TypeScript. I have built **25+** apps, including the backend behind a consumer AI app with **1M+** downloads on Google Play, and rebuilt an unstable MVP into a production AI advertising platform. I lead and mentor developers and own projects from architecture to deployment, working independently and delivering on schedule.

WORK EXPERIENCE

Senior Full Stack Developer, CodinHex

September 2021 – Present

- **Digitalyst (AI advertising platform for Google, Meta, and TikTok):** Took over a vibe-coded MVP with barely any functionality and rebuilt it into a stable, production-ready platform in **6 months**, meeting every deadline. Built the PHP/Laravel backend and handled deployment on Hetzner (CI/CD, Nginx, monitoring, cron jobs).
- **Digitalyst AI assistants:** Built **5 AI assistants** on the Claude API and open-weight models (DeepSeek, Kimi, Qwen): an onboarding helper, health-check reports, next-best-step recommendations, a campaign generator, and creative generation. Campaign setup dropped from **10-15 minutes per platform to a few minutes overall**.
- **Digitalyst in production:** Used in-house to run campaigns across Google, Meta, and TikTok with ad spend of **$500K+ per year per platform**. Mentored the junior developers and led them alongside a designer.
- **Savyn (PTSD treatment app):** Led a **5-person team** building an EMDR-based PTSD treatment app for displaced migrants, delivered with Canadian NGOs. Piloted with **about 100 users**, including therapists and NGO staff.
- **PicAnswer (picanswer.ai):** Built the web app, landing page, and the backend serving the iOS, Android, and web apps, and supported the Flutter mobile app. **1M+** downloads on Google Play, **4.6** rating on the App Store, and peaks of **100+ requests per second**.
- **Headify (AI headshot generator):** Built the mobile backend and a web app. **100K+** downloads on Google Play.
- **Other AI products:** Built an AI character chatbot that takes on any persona, an AI QR code generator using Stable Diffusion, and an interactive 3D company website (Next.js, React Three Fiber, Contentful).
- **AI insurance claims platform:** Led a team building an internal B2B app that helps track and process insurance claims with AI (Next.js, Material UI).

CORE SKILLS

Frontend: React, Next.js, TypeScript, JavaScript, Tailwind CSS, Three.js, React Three Fiber

Backend and AI: Node.js, PHP, Python, PostgreSQL, MongoDB, REST APIs, Claude API, DeepSeek, Kimi, Qwen

Infrastructure: Hetzner, AWS, Nginx, GitLab CI/CD, monitoring, cron jobs, baseline server security

EDUCATION

Bachelor of Computer Science (Software Engineering), University of Balamand, Koura, Lebanon

LANGUAGES

English: native | Arabic: fluent | French: A2 (learning)