

# Abdallah Othman

Senior Product Engineer

Hamburg, Germany · (+49) 176 35767006  
contact@abdallahaho.com · abdallahaho.com  
LinkedIn · Github · Twitter

## Overview

Senior Product Engineer with 8+ years of experience driving growth through experimentation, product analytics, and full-stack development. Specialises in building experimentation infrastructure, monetisation systems, and AI-powered features that move business metrics. Track record of owning initiatives end-to-end — from RFC and stakeholder alignment through implementation to measured impact. Thrives in high-velocity, high-autonomy teams where engineers own outcomes, not just code.

## Experience

**Lokalise** / Senior Growth Engineer

APR 2024 – Present / Remote

- Built the company's experimentation platform — vendor-agnostic analytics and experiment SDK with exposure-on-render tracking and typed experiment registry, enabling Lokalise's first reliable A/B experiments.
- Led Pricing V2 upsell system — usage overview, in-product limit banners, and CTA decision engine across 10+ surfaces, driving self-serve monetisation and reducing support overhead.
- Owned the growth data quality stack — audited 400+ legacy events, authored company-wide tracking conventions with CI enforcement, and restored clean data flow from client-side instrumentation into the Data warehouse, enabling reliable dashboards and experimentation.
- Integrated AI-powered translation workflows (OpenAI API) for Shopify merchant activation and proposed the Lokalise MCP Server as a platform capability, prototyping and presenting to engineering leadership for company-wide adoption.

**Postman** / Senior Growth Engineer

OCT 2022 – DEC 2023 / Remote

- Launched API [Collection templates](#) → achieving 45,000+ imports in three months, improving new-user activation and creating a new organic acquisition channel via SEO. Built LLM-powered code-to-collection generation, measurably increasing user engagement.
- Reduced A/B test implementation time by 30% through an experimentation SDK and standardised workflows. Mentored junior engineers via structured knowledge-sharing, directly contributing to team velocity.

**XING** / Senior Software Engineer

MAR 2020 – SEPT 2022 / Remote

- Increased content relevance by 20%+ through an ML-powered ranking service (Node.js, GraphQL), validated with Adobe Analytics. Reduced UI regressions 30% by introducing visual regression testing and E2E automation into CI/CD.
- Established mentorship program for junior developers via structured 1:1s and code reviews, directly contributing to multiple promotions. Led cross-functional collaboration ensuring reliable feature delivery.

**XING** / Frontend Engineer, Growth

AUG 2019 – MAR 2020 / Hamburg, Germany

- Redesigned onboarding with persona-driven A/B variants, lifting premium upsell 40% and user retention 20%. Leveraged React and TypeScript to enhance performance and maintainability.
- Onboarded five engineers and accelerated delivery timeline 25% through mentorship and agile optimisation. Led workshops on GraphQL and Cypress adoption.

**ABOUT YOU** / Frontend Engineer

SEPT 2018 – AUG 2019 / Hamburg, Germany

- Shipped localised payment flows and tracking infrastructure across four European market launches, contributing to 15% conversion uplift through iterative UX testing.
- Drove cross-functional alignment between engineering, product, and marketing to coordinate growth initiatives. Engineered efficient tracking solutions that eliminated code duplication.

## Skills & Technologies

<b>Core:</b>	TypeScript, JavaScript (ES6+), React, Next.js, Node.js, GraphQL, REST, PostgreSQL
<b>Growth &amp; Data:</b>	A/B Testing, Experimentation Infrastructure, Feature Flags, Product Analytics, Data Visualisation, Conversion Optimisation, SEO
<b>AI &amp; LLM:</b>	LLMs, AI SDK, LangChain, Prompt/Agentic Engineering, RAG, OpenAI API, MCP
<b>Quality &amp; Infra:</b>	E2E Testing, Visual Regression Testing, TDD, CI/CD, Docker, Kubernetes, AWS
<b>Practices:</b>	Design Systems, Accessibility (WCAG), Agile (Scrum, Kanban)
<b>Languages:</b>	English (Fluent), German (Basic), Arabic (Native)

## Education

**AASTMT** / BSc Computer Science, Minors in Software Engineering

2012 – 2016 / Alexandria, Egypt