






Taysser Gherfal

I'm a kind, curious, data-driven and creative engineer who is passionate about making a positive difference in my community by creating successful products that enhance the quality of life.



INFO

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AWARDS

-  Beta Gamma Sigma
The Premier Honor Society
Recognizing Business Excellence
-  Pi Alpha Alpha
The Global Honor Society for
Public Affairs & Administration

CERTIFICATIONS

-  CCNA Certified
Cisco Certified Network Associate
-  Certified Product Manager
AIPMM - Expected January 2019

LANGUAGES

-  Python |||||
-  SQL |||
-  C# / C++ ||

QUALIFICATIONS SUMMARY

- BE in Computer Engineering, and Master's degrees in Business (MBA) and (HCI).
- Self-starter in ambiguous, fast-paced and rapidly changing startup environments.
- Experience using Power BI, Python, and Spreadsheet modeling to deliver insights.
- Competency in influencing and leading teams through design, and development.
- Passionate, hard-working, and known for my strong communications skills.

PROFESSIONAL EXPERIENCE

- **FINAO, Mukilteo, WA** Dec 2015 - Present
Product and Technology Director
FINAO is a startup working on building goal-oriented digital communities. I was hired to focus on the initial platform development and was able to launch v1 of the platform and introduce a new product to the EDU space (8 schools on Beta).
 - | Guided the software development by defining the product road-map and delivering 80% of planned features with only 50% funding.
 - | Advocated for focusing on providing scalable educational ecosystem addressing schools' main challenges (800 schools to be on-boarded in one year).
 - | Developed product demos and improved the user experience by removing UX pain points, earning 4+ stars in the app stores.
 - | Planned and led focus groups, surveys, and interviews with about 150 students and educators defining requirements and trends.
 - | Created a Python tracking web app to monitor development KPIs across different vendors and track schools with high mobility rates serving over 1700 students in 2018.
- **State Data Center - ETS, Salem, OR** Jun 2013 - Aug 2013
Project Manager Internship
Orchestrated two cross functional matrix teams at the Mobility Project to implement a mobile application certification process and an enterprise mobile application store.
 - | Informed product development by exploring the certification process of existing App stores and reporting best practices saving about 30% of time.
 - | Instituted a sustainable documentation process and established team effectiveness maintaining 80% attendance.
- **Aljeel Aljadeed for Technology, Tripoli, Libya** May 2010 - Dec 2011
Core Network Engineer
Aljeel is a \$450 million telecommunication company developing a new communication infrastructure for the country. I was hired to review and validate vendor designs and implementations of different projects.
 - | Accelerated the acceptance of Tripoli business network (TBN) by working closely with our vendor on a daily basis saving about two weeks of testing.
 - | Successful shared (TBN) learned lessons with the Next Generation Network (NGN) team and applied them in the execution of the west side of the project (NGN-B3).
- **Pascucci & Vannucci, Macerata Feltria, Italy** Aug 2009 - Apr 2010
Computer Engineer
Pascucci & Vannucci is a well-established Italian construction company that has

SKILLS

Computer Engineering

- Realistic & Logical
- Analytical & Data Driven
- Problem Solver

Me

Business Administration

- Value Creation Mindset
- Leadership Abilities
- Risk Management
- Market Analysis

Human Computer Interaction

- Wireframing & Prototyping (UX)
- Visual Communication (UI)
- Usability Studies
- User Research

TOOLS

Computer Tools

Software

- Python
- C++/C#
- Javascript
- HTML
- CSS

Hardware

- Arduino
- Raspberry Pi
- Parallax
- Fritzing

Business Tools

Management

- JIRA
- VersionOne
- MS Project
- Visio

Analytics

- SQL
- Power BI
- Spreadsheet modeling

HCI Tools

Graphical

- GIMP
- Inkscape
- Balsamiq
- Sketch

Interactive

- Axure
- Justinmind
- Invision

built civil and industrial installations in the Mediterranean area. I worked with a team of 4 engineers to design and execute a number of network infrastructure projects exceeding expectations and resulting in acquiring new customers.

EDUCATION

- UNIVERSITY OF WASHINGTON** Sep 2014 - Aug 2015
Master of Human-Computer Interaction and Design
- GPA: 3.78/ 4.0
- WILLAMETTE UNIVERSITY** Aug 2012 - May 2014
MBA - Atkinson Graduate School of Management
- GPA: 3.80/ 4.0
- UNIVERSITY OF TRIPOLI** Mar 2004 - June 2009
Bachelor of Engineering in Computer Engineering

PROJECTS AND ACTIVITIES

CareCam - Helping Families with Autism Spectrum Disorder

Pioneered a seamless way to record, track, analyze, and share behaviors of children with Autism Spectrum Disorder.

- Sponsored By  Microsoft

User Research - Next Generation Digital Whiteboards

Informed the design of next generation interactive whiteboards through user research.

- Sponsored By  SMART

SMUG - Improving Your Coffee Experience

Prototyped a smart mug that enhances the experience of drinking coffee by tracking the temperature and the amount of coffee consumed over time.

Midero - Augmenting the Minesweeping Process

Built a mine detection robot with a landmine marking system to improve the process and safety of clearing landmines in developing countries.

Marketing Campaign - Empowering Students with Disabilities

Compiled a marketing campaign for PHAME, a non-profit that serves adults with developmental disabilities, to raise donor contributions.

- Sponsored By  PHAME

Feasibility Study - The Viability of an Indoor Winter Market

Directed market research for Salem Saturday Market to inform their decision to create an indoor winter market.

- Sponsored By  Salem Saturday Market