

Jad Sarout

FULL STACK CODER & ENTREPRENEUR

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IN A NUTSHELL

I began working in branding and advertising at 14. My path has led me to try and learn seemingly unrelated fields, such as [animation](#) or [coding](#), but to me, all these skills feed into each other. I am a [storyteller](#), a [user interface designer](#), an [animator](#), a [business developer](#), and a [programmer](#). I have opened my own companies and have tutored people in the areas of drawing, communication, coding and business strategy. I strive to continuously acquire new knowledge and pass it along to others



WEB & ENTREPRENEURSHIP

Growth & Tech Consultant, Mutnt

[Beirut, Lebanon — 2013-Today](#)

Thanks to the experience gained by opening some of of the early Middle Eastern start-ups, I became a de facto consultant for many small companies that were looking for ways to improve themselves.

I currently work on a project basis with selected clients, helping them making the right technological choices, hiring, or setting a marketing and financial strategy for their product. Focus is on tech companies and indie video games.

Fields

- ⌚ Hiring, solving external and internal communication problems
- ⌚ UX, acquisition, social media and branding
- ⌚ tech stack, choice of technologies or service providers
- ⌚ finding cheap solutions to expensive problems

Software Lead, Simedis

[St Gallen, Switzerland — 2018-2019](#)

At Simedis, I was responsible for managing the software team, taking decisions regarding task management, tech choices, strategy, UX. I was also the link with the products managers and the hardware team. The team was distributed all over the world, and a large part of this work was remote. I was myself controlling the local team remotely.

Accomplishments

- ⌚ Delivering a challenging product under difficult time constraints *without ever* overstressing my team
- ⌚ Streamlining processes, establishing clear communication
- ⌚ Managing a distributed team remotely

Lead Trainer, Codi

[Beirut, Lebanon — 2017-2019](#)

As lead trainer at Codi, I've been responsible with bringing students of all wakes of life, including complete neophytes, to become successful full stack web developers in a six months boot-camp. To that endeavor, we teach programming, life, business, and teamwork skills. I also formed fellow teachers and continuously composed the curriculum to fit the current technologies and needs.

Accomplishments

- ⌚ Outputting confirmed, employable full stack devs in 6 months
- ⌚ Overseeing and managing countless real-world projects for real clients
- ⌚ Creating a teaching method, a curriculum, tutorials, and exercises

Co-Founder & Chief Technical Officer, Synclop

[Beirut, Lebanon — 2014-2016](#)

Synclop, co-founded with Sally Amirza, is a startup that aimed to help business owners and particulars acquire fully functional, mobile-ready, automatically-update-able websites in a very short time and for a minimal amount of money.

Accomplishments

- ⌚ Development of several technologies and APIs to communicate with several data providers
- ⌚ Development of the Synclop website builder technology
- ⌚ Concept and Strategy of the Synclop company

Co-Founder & Chief Technical Officer, Raghunter

[Beirut, Lebanon — 2013-2018](#)

Raghunter, co-founded with Serene Abbas and Narina Najm, was a fashion news and articles website, as well as a fashion search engine. Part city fashion guide, part discovery magazine, Raghunter aimed to bridge the gap between offline fashion stores and internet.

Accomplishments

- ⌚ Technology development
- ⌚ User experience design & interface design

Co-Founder and Creative Chief Officer, Cinemoz

Beirut, Lebanon — 2012-Today

Cinemoz, co-founded with Karim Saffiedine and Maroun Najm, is an online Video On Demand Platform that aims to freely bring Arabic movies old and new to the largest possible public. Cinemoz is currently also pioneering its young talent accelerator program which aims to form and fund original creators.

Accomplishments

- ⦿ Front-End development: designed, and implemented the Cinemoz front-end, then led the front-end team.
- ⦿ Director of Products: Managed R&D teams to study, reflect, and answer the needs of an Arabic internet audience
- ⦿ User Experience Manager: Testing, Statistics analysis, A/B testing, user interviews
- ⦿ Social Media & Customer Relationship Manager: Social media campaigns, design, tone & content of newsletters
- ⦿ Cinemoz Internal Branding Manager: HR, recruitment interviews, communication of Cinemoz philosophy, managing the expectations and well-being of employees.
- ⦿ Cinemoz Branding Manager: Logo, website design, apps design (IOS, Android, TV...)



OTHER

Teaching Experience

Beirut, Lebanon

- ⦿ 2013 — 1027: Anatomy & Character Creation Teacher, ALBA. Two courses that aim to teach animation students how to think and imagine characters.
- ⦿ 2014: Within the now defunct Seeqnce Startup Accelerator, I gave a three days workshop to teach designers how to code. I had to tutor 20 designers that had no idea what code was, and bring them to each achieve a fully functional, responsive website by the end of the workshop.
- ⦿ 2012 — 2014: Within Yelostudio, I have taught children of different ages how to draw. I was able to teach fairly complex concepts such as 3-points perspective, anatomy, or comics storytelling, even to neophytes.

Co-Founder, Yelostudio

Beirut, Lebanon — 2006-Today

Within Yelostudio, a Creative Freelance Network I co-founded, yelo specialized in awareness campaigns with clients such as UNICEF and affiliated funds such as UNRWA. For them, we developed ads, objects, events, sites, and apps.

Accomplishments

- ⦿ Managed and directed teams spanning from 2 to 20 people
- ⦿ Worked on countless concepts & pitches

- ⦿ Worked on diverse range of works: storyboards, animations, documentaries, photography, music videos, menus, branding identities, object design, websites
- Managed relationships, feedback and collaboration with clients



EDUCATION

Bachelor's Degree in Psychology

Paris V University, Paris, France — 2005

Master in Advertising & Animation

ALBA (Lebanese Arts Academy), Beirut, Lebanon — 2010 (with honors)



SKILLS

- ⦿ Team management, HR & Communication
- ⦿ Project Management, strategic and tactical decision-making
- ⦿ Creative thinking & Critical thinking
- ⦿ Branding and image management
- ⦿ Usage of analytics tools and insights extraction
- ⦿ Teaching
- ⦿ Coding
- ⦿ Drawing
- ⦿ Animating (2D & 3D)



LANGUAGES

- ⦿ French: read and spoken perfectly
- ⦿ English: read and spoken near perfectly
- ⦿ Arabic: read and spoken near perfectly
- ⦿ German: Can hold a very basic conversation



PROGRAMMING

- ⦿ Front-End Technologies: Javascript, HTML, CSS, Typescript, React, Vue...
- ⦿ Back-End Technologies: PHP, Node
- ⦿ Databases: MySQL, SQLite, PostgreSQL, Mongo, CouchDB
- ⦿ Other languages: C#, Java, Haxe, Python...
- ⦿ Game Engines: Unity, Godot
- ⦿ Sysadmin: Linux administration, Bash, ZSH, Apache, Nginx, Docker



TOOLS

- ⦿ CAD and 3D applications (Blender, 3DS Max, Maya)
- ⦿ Graphic Design applications (Gimp, Krita, Inkscape, Photoshop, Illustrator)
- ⦿ Editing/Post-FX applications (Premiere, Final Cut, After Effects)
- ⦿ Office Applications