

# Joseph Antoun

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## Senior Full-Stack Engineer

**Highly analytical and results-driven professional with expertise in various AI use cases implementation offering a strong ability to develop and implement innovative solutions that enhance profitability, self-service experience for commerce and service customers.**

Proven ability to enhance code quality and system performance through strategic refactoring and optimization, leading to significant cost savings and improved developer productivity. Skilled in mentoring and fostering team development while streamlining project delivery. Expertise in full-stack development, specializing in modern front-end frameworks, with a consistent track record of delivering robust, high-quality software. Thrives in collaborative environments that encourage innovation and continuous learning.

## Areas of Expertise

- Technical Project Management
- Business Development
- Training & Mentoring
- Client & Stakeholder Relations
- Diagnostics & Troubleshooting
- Software Architecture
- Scheduling & Timelines
- Programming & Coding
- Risk Assessment & Mitigation
- Cross-Functional Collaboration
- Project Road mapping & Deadline Management
- Website & Application Development
- Team Resource Optimization & Leadership
- Technical Documentation & Reporting
- Machine Learning optimization

## Technical Proficiencies

Agile Methodologies | HTML | CSS | Sass | Performance Optimization | JavaScript | TypeScript | React.js | Angular.ts | Node.js | RESTful APIs | GraphQL | Webpack | StencilJS | Python | Git | Microcontrollers | C++ | Apex | Salesforce Development | Lightning Web Component | APEX/SOQL | JWT | Machine learning | AI | Solution Optimization | NLP | LaTeX | CPLEX | Scrum | Object-Oriented Programming (OOP) | Cross-Browser Compatibility | Troubleshooting

## Professional Experience

**General Motors, Austin, TX, USA**

**2025 - Present**

### Senior Full-Stack Engineer

- Orchestrate the complete technical solution lifecycle for current, new, and major programs, including requirements definition, functional breakdown, in-depth analysis, agile development, and comprehensive testing.
- Lead and mentor software system teams in design content creation and spearheaded efforts in identifying and correcting critical software anomalies.
- Execute complex design analyses to ensure optimal system performance and scalability.
- Define, specify, and balance intricate system requirements to meet diverse project goals.
- Actively promote and support the implementation of common best practices across the software development community, fostering a culture of excellence.
- Provide technical leadership and architectural guidance on complex projects, ensuring the delivery of best-in-class solutions and exceptional user experiences.
- Mentor and train employees on Coveo practices, fostering a culture of expertise and continuous improvement.
- Serve as a recognized Subject Matter Expert (SME) for multiple platforms and critical application components.
- Architect and deliver a comprehensive, end-to-end full-stack e-commerce platform.

**Senior Solution Architect / Consultant**

- Lead end-to-end Coveo implementations for enterprise clients, leveraging the full suite of Coveo's AI products to achieve strategic business objectives.
- Design and implement robust solution architectures, adhering to Coveo best practices, to maximize platform performance and ROI.
- Collaborate closely with clients to integrate and optimize Coveo solutions within their existing infrastructure, ensuring seamless functionality and optimal results.
- Integrate Coveo's UI solutions into diverse modern UI frameworks, including React, Angular, AEM, Salesforce, and Magento.
- Reduced client QPMs by 50% through architecture optimization and performance tuning, resulting in increased efficiency and cost savings.
- Provide technical leadership and architectural guidance on complex projects, ensuring the delivery of best-in-class solutions and exceptional user experiences.
- Mentor and train newly hired employees on Coveo best practices, fostering a culture of expertise and continuous improvement.
- Developed custom libraries and knowledge base articles to promote and support the adoption of Coveo best practices.
- Developed Python scripts to enhance data management and metadata extraction processes.

**Coveo, Montreal, Canada****Feb 2021 — Dec 2021****Product Specialist**

Handle technical support cases with complex issues related to Coveo's product. Troubleshoot various aspect of Coveo's ML/AI solution and guide client's into finding their optimal setup to meet their requirements. Developed internal tools such as smart scheduler and agent swarm solution, to enhance and simplify technical agents' workflow.

- Debug client's code and try to find the optimal solution (JS, Python, Apex, etc.)
- Develop internal department projects using Salesforce programming, JS, Python, React.

**Concordia University, Montreal, Canada****2018 — 2020****Research and Teaching Assistant**

Enhanced skillset of students on core concepts of computer programming and mathematical modeling through multiple courses. Conduct research work and simulation development framework to enhance and optimize electric vehicles charging infrastructure with the support of Hydro Quebec.

- Courses:
  - Mathematics for Computer Science, Object Oriented Programming using Java, Principles of Programming Languages, Data Structure and Algorithms, Operating Systems, and Programming Methodology with C++.
- Improved EV experience by developing/utilizing several optimization and AI tools in addition to performance analysis tools.
- Developed discrete event simulators by utilizing Python.

## Internships Experience

**Broadcast Engineer (Intern) | Lebanese Broadcast Corporation LBCI, Adma, Lebanon (Jul 2017 – Aug 2017)**

- Sustained video and data servers' quality of service by leveraging best practices.
- Learned and deployed HD TV broadcast stations, while maintaining and monitoring.

**Support Engineer (Intern) | ASAP System, Antelias, Lebanon (Jun 2017 – Jul 2017)**

- Provided high quality support to overseas customers (USA and Canada) via phone.
- Identified/resolved compatibility issues with operating systems (Windows, Linux, Mac).

- Rectified issues in a timely and efficient manner by leveraging office 365 ticketing system.
- Contributed to the maintenance of software by executing patches/fixes in liaison with team members.

## Education

### **PhD in Telecommunication Engineering**

École de Technologie Supérieure - Montreal, Canada (In Progress)

### **MASc. in Electrical and Computer Engineering**

Concordia University - Montreal, Canada

**Thesis Topic:** Cyber-Physical Impact Analysis of EV Mass Integration into the Smart Grid.

### **Bachelor of Engineering in Computer and Communication Engineering**

Notre Dame University of Louazi, Zouk Mosbeh, Lebanon 2017

### **Bachelor of Science in Computer and Communication Engineering**

AUL University, Beirut, Lebanon, 2014