

Georges-Antoine Assi

Growth Engineer

Ottawa, ON, Canada

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Summary

Fullstack developer with a passion for growth engineering and web development. I love to work with people who are curious and creative, skilled in their craft, and who never stop improving the products they build.

Highlights

- 11+ years of experience building quality web applications
- Focused on growth engineering and experimentation
- Love to build solutions for real problems faced by real people
- Active maintainer of multiple open-source projects

Work History

Senior Growth Engineer | Trunk Analytics Inc. | Sept 2024 - Oct 2025

As the first Growth Engineer at Trunk, my work currently involves promoting good growth practices within each team, implementing and improving analytics tools to allow for more visibility into product usage, informing product decisions by providing data-driven insights, and running experiments to drive growth.

Tech: React, NodeJS, Next.JS, TypeScript, PostgreSQL, Figma

Growth Engineering Lead | Fellow Insights Inc. | Oct 2018 - Sept 2024

As the lead of the Growth team, I lead the effort to define, track and ultimately improve our north-star metrics. Using a combination of new features, A/B tests, design sprints, user testing and data analysis, we worked to increase conversion rates, decreasing time-to-payment and improving virality, with great results.

Tech: React, Django, GraphQL, TypeScript, Redis, MySQL

Web Application Developer | D3MNetworks @ Teldio | May 2015 - Sep 2018

As part of a small team, I wore many hats, including frontend and backend development, architecture, API design, testing, UI/UX, and user support. My main task was the continuous improvement of D3M, from reducing the response time of an API endpoint or squashing a bug (and alerting affected users), to building complex features and architecting major overhauls necessary to successful scaling.

Tech: Backbone, Marionette, Ruby on Rails, Elasticsearch, PostgreSQL, Sidekiq

Student Mobile Developer | Telepin Software | Sep 2014 - Dec 2014

I aided in developing a mobile, cross-platform banking application using Apache Cordova. My main focus was taking the existing prototype and building up to a fully featured Angular application.

Tech: Angular 1, Cordova, Android Studio, Ionic Framework

Education

University of Ottawa / Université d'Ottawa | Sep 2011 - Dec 2015
Bachelor of Applied Science (B.A.Sc.) in Computer Engineering

References are available upon request.