Moustafa Elkoushy

AI Product Engineer

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SUMMARY

Engineer who takes AI products from idea to live deployment. I hold a BSc in Avionics Engineering and an MSc in Software Engineering, and I have 2+ years on the product and marketing side of a CPaaS / A2P messaging company. There I built the company website end to end, shipped an LLM-powered customer assistant, and am building an internal AI-assisted security scanner.

I sit between engineering and the business: I turn user and market research into product decisions, then build them myself. I work daily across teams in Russia, the UAE, Bangladesh and Saudi Arabia in Arabic, Russian and English. Currently completing an AI & Machine Learning Diploma covering deep learning, computer vision, NLP, Transformers and LLM applications.

SKILLS

- **AI and LLMs:** LLM API integration (Google Gemini, Anthropic Claude incl. Vision), prompt and system-prompt design, AI-assisted development with Claude Code, LangChain / LangGraph (in training), Python, NumPy, Pandas, regression and KNN models
- **Automation:** n8n, UiPath (RPA), AI research agents (Manus AI)
- **Software:** Python / Django, JavaScript, HTML / CSS, React, C / C++, Git / GitHub, Linux, deployment and testing
- **Product and design:** Figma, Canva, UX audits, user and competitor research, product requirements, SEO and GEO (visibility in AI search engines), technical writing
- **Security:** OWASP testing methodology, Burp Suite, nmap, Wireshark, TryHackMe training

SELECTED AI PROJECTS

Ritorica AI Assistant — LLM chatbot on ritorica.com — Built solo

- Built and deployed a branded customer-facing assistant on Google Gemini that answers product and service questions on the company website.

AI-assisted security scanner — internal tool

- Building a web app with Claude Code that scans company products and produces two audience-specific reports: a technical one for the CTO and a business-risk one for the CEO.

DocumentFlow AI — concept

- Designed a document-automation product for private clinics combining Claude Vision for document understanding with UiPath for workflow automation.

Skill Quest and personal portfolio

- Built a gamified learning-tracker app, and a portfolio site in three languages (elkushi.github.io) maintained with Claude Code, starting from my own design system.

EXPERIENCE

AI Marketing Engineer — Ritorica and SMStraffic — Sept 2024 – Present

CPaaS / A2P messaging · Remote, UAE / Russia

- Built ritorica.com end to end: design in Figma, HTML/CSS/JavaScript front end, Python/Django back end, testing and deployment.
- Shipped the site's LLM-powered assistant on Google Gemini, and ran a UX audit of the site, then fixed the issues it found.
- Wrote an SEO/GEO strategy with an 8-week execution plan to make the company visible in AI search engines.
- Ran market-entry research for two new markets: mapped 44 competitors (30 local, 14 international), found the product gaps that mattered locally, and turned them into a CEO-level summary and website roadmap.
- Used AI agents (Manus AI) to build prospect databases of target companies, decision-makers and current providers.

- Wrote CPaaS whitepapers with lead-gen landing pages, and produced reports and decks for leadership from Google Search Console data.
- Part-time security testing of company web platforms under written authorisation, using an OWASP-based checklist.
- Coordinate between teams in Russia, the UAE, Bangladesh and Saudi Arabia; manage the company's GSMA membership.

AI Content Specialist (Arabic) — Yandex Feb 2024 – Aug 2024

- Created and refined Arabic-language content for Yandex's AI voice assistant for MENA audiences (Yasmina, the Arabic version of Alice).

UAV Engineer — Moscow Aviation Institute, university factories

- Worked on drone (UAV) design and electronics, with STM32, Arduino and ArduPilot.

Foreign Students Specialist — Moscow Aviation Institute, International Department

- Supported international students through admission and integration.

EDUCATION

AI & Machine Learning Diploma — Route In progress

7–9 month programme: Python, NumPy, Pandas, regression, KNN, deep learning, MediaPipe, YOLO, Transformers and NLP, LangChain / LangGraph, AWS CDK, Agile, capstone projects

MSc, Software Engineering — Moscow Aviation Institute (MAI) 2025

BSc, Avionics Engineering — Moscow Aviation Institute (MAI) 2023

Translation training — Peoples' Friendship University of Russia (RUDN)

LANGUAGES

Arabic (native) · Russian (C1) · English (C1–C2) · Spanish (A2)