Aarya Patel

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EDUCATION

Western University   **London, ON**
BESc. in Software Engineering
- **Coursework:** Data Structure and Algorithm for Object-Oriented Design, Scripting Programming Language Fundamentals, Software Design, Software Construction, Web Technology, Software Project & Process Management, Software Requirements & Analysis, Database Management Systems

TECHNICAL SKILLS

Languages: JavaScript, Typescript, Java, Python, HTML, CSS, MySQL, SQL, C++, JavaFX, R, ARMv7, C

Technologies: Flask, ReactJS, AngularJS, MongoDB, AWS, Pandas, scikit-learn, Node.js, Docker, Postman, Ubuntu

EXPERIENCE

Western University - Housing and Ancillary Services (HAS)   **London, ON**
Marketing Strategist - Street Team   *September 2023– April 2024*
- Collaborated with a diverse team of approximately 20 members to conceptualize and execute visually compelling marketing materials aimed at enhancing student engagement and awareness of HAS offerings.
- Developed and implemented highly targeted marketing campaigns leveraging data-driven insights, contributing to increased awareness and engagement among the student population.
- Orchestrated informative and engaging residence tours showcasing the unique features and benefits of HAS, resulting in heightened interest and occupancy rates.
- Recognized for exceptional performance in driving student engagement and fostering brand loyalty through effective promotion of the comprehensive range of HAS services.

Western University - Western AeroDesign   **London, ON**
Junior PADA Design Lead   *October 2022 – April 2023*
- Led the design and programming efforts of an autonomous Powered Autonomous Delivery Aircraft (PADA) in a competitive environment with over 30 participating teams, showcasing technical expertise and leadership competence.
- Engineered a PADA equipped with autonomous navigation capabilities and precise payload delivery using Python programming, demonstrating innovation in unmanned aerial systems.
- Ensured optimal performance by meticulously calibrating Pixhawk 4 autopilot systems with QGroundControl, showcasing precision in sensor alignment for reliable and efficient mission execution.

PROJECTS

Attentify - Machine Learning Task Management Tool | ReactJS, JavaScript, HTML, CSS
- Developed a task management tool with enhanced functionality using machine learning algorithms to aid users with ADHD, demonstrating a keen interest in machine learning and its practical applications.
- Leveraged Python for backend development and integration of OpenAI API for AI assistance, showcasing proficiency in software development and integration with third-party APIs.
- Implemented features such as note-taking, Pomodoro timer, and AI-based task prioritization to simplify task management and improve focus to machine learning models and platform components.

PigeonPlex - Secure Flask-Based Cineplex Platform | Python, Flask, MySQL, JavaScript, HTML, CSS
- Orchestrated a Flask-based cineplex platform supporting 1000+ movies and users, integrating MySQL and Flask-CORS for seamless interactions. Implemented cineplex functionalities including account management, movie searching, ticket purchasing, refunds, and an administrator site.
- Implemented robust security measures to prevent SQL injection and optimize MySQL performance, ensuring data integrity and user privacy on the platform.
- Designed RESTful API endpoints for seamless user interactions and dynamic schedule updates, showcasing familiarity with web services and REST APIs.

Personalized Product Recommendation System | Python, scikit-learn, Pandas
- Engineered a sophisticated personalized recommendation system by employing advanced machine learning techniques to meticulously analyze extensive customer purchase histories, resulting in precise suggestions for top retail items.
- Implemented K-Nearest Neighbors algorithm for recommendation generation and utilized Pandas for data manipulation, showcasing proficiency in data science tools and techniques.
- Transformed the recommendation system into an executable format, simplifying deployment and accessibility across various user environments, ensuring ease of use and practicality in implementation.