

Alyesha Singh

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Summary and skills

Languages: Python, Java, JavaScript, C++

Technologies: React, Git, HTML, CSS, Postgres, Express, REST, Pandas, Matplotlib, Canva, Figma, Google Workspace

Soft Skills: Problem solving, critical thinking, collaboration, leadership

Experience

Cheffery

UI/UX Designer - *(June 2024-Present)*

- Redesigning the company website using Figma, focusing on creating a visually appealing and user-friendly experience
- Gather inspiration and incorporate innovative design elements into the new layout
- Strived to achieve an optimal balance between a professional appearance and a fun, engaging user interface

Academic Oasis

Chief Marketing and Design Officer - *(May 2024-Present)*

- Constantly evolving the UI to deliver a seamless, user-centric experience, adapting to user preferences and continuously enhancing functionality.
- Continuously improved product quality, driving higher user satisfaction.
- Managed a team of 3 content creators, overseeing social media content production for Academic Oasis, which led to increased online engagement and brand visibility.

UI/UX Designer - *(March 2024-May 2024)*

- Designed multiple UI themes, boosting visual consistency and enhancing user engagement across platforms.
- Proficiently utilized Figma and other design tools to conceptualize and develop visually appealing elements that aligned with project goals.
- Adapted to design feedback, iterating on concepts to continuously improve product quality and boost user satisfaction.

OTU's GDG (Google Developer Groups) on Campus

President - *(Sept 2024 - Present)*

- Guiding a team of 10 to build an engaging community through events that enrich the student experience.
- Regularly organizing meetings, workshops, and future events to drive participation and learning opportunities.
- Public speaking at workshops and events while managing the team's progress and assisting with content creation for the social media page.

Marketing Director - *(Oct 2023- April 2024)*

- Curated visually compelling content using Canva to elevate user engagement and enhance event experiences.
- Crafted engaging social media posts and stories designed to optimize user interaction and strengthen brand awareness.
- Designed and executing user-centered experiences for the club's main event, Devfest.
- Collaborated with team members to develop intuitive user journeys and interfaces for upcoming club activities, ensuring a seamless and enjoyable user experience.

Freelance

Web Designer (Aug 2024 - Present)

- Designing a custom website based on the client's vision, which is then handed off to a partner for implementation.
- Collaborating closely with clients to understand their goals, brand identity, and target audience.
- Conducting research and utilizing online tools to enhance design elements, ensuring an intuitive user experience and visually appealing interface.
- Iterating on feedback to refine the design, ensuring it aligns with industry best practices and client expectations.

Projects

Spam Detector: This project is a spam detector that filters emails using a Naive Bayes algorithm with a unigram approach. It analyzes an email dataset to classify incoming emails as spam or not. Collaborated with a team to improve classification accuracy, built a responsive frontend with React, Axios, Router-DOM, and Material-UI, and developed backend components in Java for model training and REST API integration.

Personal Project: I built a personal project to learn React, creating an interactive app for a friend that showcased memories of our friendship. The project featured various transitions and layouts, making the experience visually engaging and fun to navigate.

Chat Server: The Chat Server is a communication platform where users can create and join chat rooms using unique room codes. Key features include real-time messaging, live user status updates, and a dynamic display of active chat rooms. Built for simplicity and efficiency, the server delivers a streamlined and responsive chatting experience.

Site Usage Tracker: The Site Usage Tracker is a Java-powered backend with a React frontend, built to monitor and analyze website usage patterns. It offers real-time tracking, predictive analytics, and exportable, well-formatted reports. The application provides actionable insights into user behavior and time management.

Education

Ontario Tech University, Oshawa *(Sept 2022-Present)*

- Bachelor of Science (Hons), Computer Science - Digital Media
- President's list.(2023)

Courses: Data Structures and Algorithms, Computer Architecture, Scientific Data Analysis, Software Design and Analysis, Computational Science, Software Systems Development and Integration, Digital Media