

Education

University of Birmingham

BSc Computer Science, GPA: 3.6 (Degree Classification: 2:1)

Birmingham, England

Sept 2021 | Jun 2024

Work Experience

MasterClean Drycleaners

London, England

SEO specialist

Aug 2024 | Nov 2024

- Conducted comprehensive keyword research and competitor analysis to optimise website content, driving increased search engine visibility and organic traffic.
- Developed and managed social media advertising campaigns, effectively targeting audiences to enhance brand awareness and engagement.
- Researched and curated relevant blog topics and website content strategies, ensuring alignment with market trends and audience needs.

Al-Raza Limited

London, England

Web Development Intern

Jun 2024 | Aug 2024

- Consulted with clients to gather and analyse requirements for websites, applications, or functionality upgrades, ensuring alignment with their business goals and technical needs.
- Delivered tailored solutions and recommendations to improve user experience, enhance performance, and meet client objectives effectively.
- Designed and enhanced the company's website, focusing on creating a visually appealing, user-friendly interface that adhered to branding and business strategies.

The Pathways Group

Birmingham, England

Administrator

Oct 2021 | May 2022

Masters Pharmacy

Birmingham, England

Administrator and Receptionist

Oct 2021 | Dec 2021

Hatch End Dental Practice

London, England

Receptionist

Jun 2019 | Jun 2019

Santander

London, England

Assistant

May 2018 | May 2018

Skills

Programming Languages: Java, Javascript, Python, Typescript, HTML, CSS

Libraries/Frameworks: React, Spring Boot

Databases: PostgreSQL, Prisma

Others: Teamwork / Collaboration, Organisational, Communication, Microsoft Office, Administrative, Problem solving / critical thinking, Adaptability, Attention to detail, Accountability, Pattern recognition

Projects

Project Management System: Spring Boot, React, Shadcn, Java, Javascript, PostgreSQL, CSS, Redux <https://github.com/Asad11014/projectManagementSystem>
A multi-feature full stack application with full CRUD functions, user login/signup and authentication, user invitation services and messaging services.

ANPR ML Model: Python, YOLOv8, EasyOCR https://github.com/Asad11014/ANPR_Project
Automatic Number Plate Recognition machine learning model takes in a video input and recognises authorised and unauthorised plates.

Portfolio Website: React, Typescript <https://github.com/Asad11014/portfolio-website>
A personal portfolio site which showcases all my projects, skills and experience. Deployed with Vercel.
Site link: <https://portfolio-website-nu-steel.vercel.app>

Certifications

HyperionDev DfE Software Engineering Bootcamp Mar 2023
Completion of DfE Software Engineering Bootcamp.

HyperionDev