

Adeen Ali Khan

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EDUCATION

Lahore University of Management Sciences (LUMS)

BSc Computer Science

Lahore, Punjab

Sept 2021 - June 2025

- **Relevant Courses:** Machine Learning, Deep Learning, Generative AI, Artificial Intelligence, Data Science, Cloud Development, Big Data Services and MLOps, Data Structures

EXPERIENCE

Data & Analytics Lead - App Store Optimization

Freelance

Aug 2023 – Present

Remote

- Leading **app store optimization** efforts by leveraging data insights to grow app units from **300K** to over **2M** in under 2 years through **strategic keywords**, **A/B testing**, and **competitor analysis**.
- Analyzing competitor metadata and tracking key metrics such as **conversion** and **retention rates** to uncover growth opportunities, enabling **data-driven decisions** that optimize the app's App Store page.

Marketing Intern

Lotte Akhtar Beverages (Pvt) Ltd

July 2023 – Oct 2023

Lahore, Punjab

- Led a team of six in executing **market surveys**, identifying **growth areas**, and enhancing **sales**, resulting in a **5%** sales increase over three months.
- Conducted **competitor analysis**, identified **market opportunities** and **threats**, and presented **strategic recommendations** to senior management, resulting in a **12%** increase in **market share**.

PROJECTS

Image Generation Pipeline Development | Python, DALL-E, YOLO, SAM, CLIP

Sept 2024 – May 2025

- **Designed and implemented** a modular **image generation pipeline** leveraging state-of-the-art models like **DALL-E 2**, **YOLO**, and **Segment Anything (SAM)** to generate high-quality images from **complex prompts**.
- **Optimized image generation** via **custom prompt engineering**, **recursive generation**, and **API-based inference**, enhancing **prompt tokenization**, **object recognition**, and **prompt alignment**.

My Daraz (Ecommerce Store) | MERN Stack, RESTful APIs, JWT, MongoDB

Sept 2024 – Dec 2024

- **Built a feature-rich eCommerce platform** using the **MERN stack**, incorporating **React** for the frontend, **Node.js/Express** for backend APIs, and **MongoDB** for efficient data storage.
- **Implemented JWT-based authentication** to ensure **secure role-based access** for **managers**, **buyers**, and **sellers**, optimizing transactions and enhancing platform security.

Content Moderation and Toxicity Classification | Naive Bayes, RNN, BERT

Nov 2023 – Dec 2023

- **Developed and implemented** content moderation models, including **Naive Bayes**, **RNN**, and **BERT**, achieving a high recall rate of **88.29%** with BERT for toxicity classification.
- **Addressed class imbalances** in the dataset to improve **minority class performance** and proposed future enhancements such as **model ensembling** and leveraging expanded datasets for higher accuracy.

TECHNICAL SKILLS

Frameworks & Libraries: PyTorch, Pandas, NumPy, Scikit-learn, Matplotlib, Hugging Face, Stable Diffusion, YOLO, Segment Anything (SAM), CLIP

Languages: Python, SQL, C++, VBA, JavaScript, Typescript, Haskell

Certifications: Python for Machine Learning: The Complete Beginner's Course

ACHIEVEMENTS

Dean's Honor List: Fall 2021 & Spring 2023, Lahore University Of Management Sciences

Best Emerging Cricketer (Color Award): Spring 2023, Lahore University Of Management Sciences