Adeen Ali Khan

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EDUCATION

Lahore University of Management Sciences (LUMS) — Lahore, Punjab
BSc Computer Science — *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 — Aug 2023 – Present
Freelance — *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 — July 2023 – Oct 2023
Lotte Akhtar Beverages (Pvt) Ltd — *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**.

Crime Data Analysis and Predictive Modeling | *Python, Keras, Scikit-Learn* — Oct 2024 – Dec 2024

- **Performed exploratory data analysis (EDA)** and **causal inference analysis** on four decades of US crime data, evaluating the impact of demographic and economic factors on crime rates.
- **Developed predictive models**, including a regression model, **neural network (Keras)**, and **SARIMAX time series forecasting**, achieving a **low RMSE of 0.05631** for crime trend predictions.

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, Seaborn
Languages & Tools: Python, SQL, C++, VBA, JavaScript, Typescript, Haskell, Power BI, Tableau
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