

# HAMZA ASAF ALI

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## EDUCATION

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### University of Toronto

*Bachelors of Science in Computer Science*

Sept. 2014 - April 2020

## WORK EXPERIENCE

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### Mosaic North America

*E-commerce Coordinator (Contract)*

July 2020 - Present

- Built complete Shopify and Square stores for several small and medium-sized businesses (SMBs), with varying business needs.
- Developed a relationship with each SMB I took on, ensuring requirements are met and their Shopify store is successfully launched.
- Utilized Facebook Business Manager to track performance of ads and business-level insights.
- Improved Facebook ad conversion rate and achieved better ROI by using Facebook tracking pixel data.
- Tracked customer engagement by managing a Google My Business profile for the SMB.

### PCL Construction

*Technical Solutions Analyst (Internship)*

Sept. 2018 - Aug. 2019

- Creating and managing Power Bi reports for PCL's construction laborer management web application called CraftStream.
- Wrote complex SQL views for CraftStream database management.
- Analysis and statistics of CraftStream usage through Azure cloud solutions.
- Debugging ASP.NET Core MVC based CraftStream application using HTML5, CSS, and JavaScript.

### Therapy Innovation Inc.

*Android Developer (Contract)*

July 2018 - Oct. 2018

- Developed and launched start-up company website.
- Developed an Android app which serves as a personal guide for physiotherapy patients.
- Designed the app to serve as an extension to Therapy Innovation's physiotherapy equipment.

### The Children's Place

*Sales Associate*

Aug. 2016 - May 2017

- Prioritized assisting customers and handled returns and exchange of goods.

## PROJECTS

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### Cloud Password Manager

*Team Project*

April 2020

- Developed Android and iOS mobile applications acting as password manager physical key card access.
- Ensured security by implementing three factor authentication to access password manager. The three authentication factors are the mobile device as key card access, bio-authentication via fingerprint scan, and four colour graphical password sequence.

## TECHNICAL SKILLS

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**Computer Languages** Java, Python, JavaScript, HTML, Bash, Oracle SQL, DAX.

**Version Control** SVN, Git.

**Tools** Android Studio, Eclipse,  $\text{\LaTeX}$ , Power Bi, AWS, Azure.