Kabisan Pararajasingam

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EDUCATION

Toronto Metropolitan University, Computer Engineering   **Toronto, ON**
B.Eng   *August, 2022 - May, 2026*
- **Relevant Coursework:** Python, Java, C++, SQL, Data Structures and Algorithms, Computer Architecture

EXPERIENCE

The Progressive Centre   **Toronto, ON**
Junior Web Developer   *January, 2024 - Present*
- Utilized Figma to develop wireframe prototypes, facilitating early-stage testing, and prioritizing features based on user needs, business goals, and technical constraints, ultimately leading to a **45%** reduction in iteration time
- Executed A/B tests utilizing wireframe designs, resulting in data-driven product enhancements and a notable **30%** increase in conversion rates
- Implemented Agile methodologies, aligning product features with business value and user needs to accelerate development cycles and achieve a notable **50%** reduction in time-to-market
- An ongoing development of a responsive website by combining HTML and CSS for frontend design, and PHP for backend functionality, ensuring dynamic content, interactivity, and seamless user experience

Evstry   **Toronto, ON**
Project Manager Intern   *December, 2023 - Present*
- Developed a brand positioning strategy, placed importance on the Unique Value Proposition (UVP) for heightened market effectiveness and distinctiveness, and executed A/B testing by comparing various models of landing pages to determine leading to a **30%** increase in customer attraction
- Conducted weekly meetings with the CEO to align strategies, provided project updates, and addressed key concerns, resulting in a **40%** increase in project efficiency
- Led the development of a collaborative landing page redesign, harnessing Figma's advanced features such as real-time collaboration and prototyping, leading to a substantial **25%** increase in user engagement

Digiwell   **Toronto, ON**
Business Development Intern   *September, 2023 - December, 2023*
- Successfully devised and executed content marketing strategies, launched new social media advertisements, and boosted audience engagement by **20%**
- Implemented Agile methodologies, with a focus on the Scrum framework, meticulously organizing project tasks, prioritizing business value, and refining requirements, resulting in a substantial **45%** increase in team productivity.
- Introduced targeted sprints, strategically aligning resources and timelines for high-priority tasks, thus ensuring their efficient execution within specified time frames and significantly contributing to enhanced project outcomes.
- Conducted in-depth research on market trends, competitor strategies, and user preferences which led to an increase in newsletter subscriptions by **15%**

PROJECTS

Name Registry | *Springboot, MySQL, RestAPI, React.JS*
- Implemented a full stack web application using Springboot for the backend, employing MVC, JPA, Hibernate, and MySQL Database ; frontend was developed using React.js, integrating Material UI, and React Hooks
- Created a full stack project that effortlessly collects and records individuals' names and email addresses, seamlessly storing the information in a versatile database with multifunctional capabilities

Signify | *Python, OpenCV, TensorFlow*
- Developed a sign language detection program using Python, integrating cutting-edge technologies such as Mediapipe, Opencv, and Scikit Learn, showcasing proficiency in diverse tools and frameworks
- Crafted an insightful tutorial detailing the implementation of the sign language detection program, providing a valuable resource for future American Sign Language (ASL) learners to enhance their communication skills through practical hands-on experience with Python, Mediapipe, Opencv, and Scikit Learn

Email Monitor | *Power Automate, SharePoint*
- Employed SharePoint and Power Automate for email monitoring as part of Microsoft Power BI certification.
- Developed a Power Automate flow to actively monitor the Outlook inbox, specifically filtering out emails with subject lines containing predefined keywords

SKILLS

Languages	Python, C++, Java , SQL, MATLAB, HTML, CSS, JavaScript,
Software Tools/Analytics	Microsoft Office, Figma, PowerBI, Tableau, Power Automate,
Project Management Tools	Monday.com, Notion, Jira, Kanban, Scrum

EXTRACURRICULARS and CERTIFICATIONS

Youth Leadership Program,	Virginia University Digital Product Manager Certification(in progress),
Metropolitan Data Science Association,	Microsoft Azure Data Certification(in progress),
Toronto Metropolitan Baja Racing,	Microsoft PowerBI Certification