

Maeesha Biswas



maeeshabiswas.com



maeeshabiswas



MaeeshaB



maeesha.biswas@gmail.com



(647) 544-5511

EDUCATION

B. A. SC., INDUSTRIAL ENGINEERING | UNIVERSITY OF TORONTO

Sep 2017 – Current | Toronto, Canada

Human Factors, Human Computer Interaction, and Software Engineering

EXPERIENCE

SOFTWARE ENGINEER | POCKETHEALTH

May 2021 – May 2022 | Toronto, Canada

- Performing growth engineering at all stages of the growth funnel and accessing all parts of the stack (**HTML, CSS, Typescript, Golang, SQL**) to bring and retain patients within and outside of partner imaging providers to our platform
- Drove over a **75% increase** in subscriptions, **61% increase** in one-time payment conversions, **50% increase in payment clickthrough** rate via my AB UI and API based experiments targeting the top of the growth funnel (acquisition, activation, revenue)
- Consolidating experimentation protocols, improved internal engineering specific onboarding and technical documentation, and continuous team process improvement.

UX DESIGNER & RESEARCHER | NURA PROJECT – 1ST PLACE WINNER, PATIENT SAFETY DESIGN COMPETITION (PUBLICATION)

September 2021 – June 2021 | Toronto

- Managed a **team of 4** to design a postpartum mental health patient involvement tool that optimizes self-care, and digitizes a mother's care network
- Underwent **two design iterations** following observational & secondary research, ideation (low-fidelity), usability testing with end users, prototyping (high-fidelity), and a heuristic analysis
- Presented Nura at the 2021 International Ergonomics Association Conference

SOFTWARE DEVELOPER | BANK OF MONTREAL

May – August 2020 | Toronto

- Supplied continuous stock market data daily via **shell scripting** to capital markets and created **SQL queries** for daily market data reporting

RESEARCH STUDENT, MEDICAL DEVICE DESIGN | SICKKIDS HOSPITAL

Oct 2015 – Sep 2017 | Toronto

- **Youngest researcher** at the lab (16), inventing a medical device using **SolidWorks** and **3D printers**, earning the research team a **\$10,000 grant** and patent application

CO-CHAIR | UNIVERSITY OF TORONTO UNDERGRADUATE ENGINEERING RESEARCH DAY

May – Aug 2020

- Led a **9 person team** to organize U of T's largest and first ever online undergraduate research conference, increasing attendance by 1.5x and engagement by **2x**

PROJECTS

CO-FOUNDER AND CO-HOST, 1% INSPIRATION PODCAST | ANALYTICS, HTML/CSS, JS

August 2020 – Present

- Building a permanent online knowledge repository by **creating a podcast** and sharing resources, and stories behind role models in the research community
- Acquired **\$4,000 in funding**, and currently leading content and website migration and reached 500 listens since launching in mid-March, 2021

PROJECT MANAGER AND TEAM LEAD, ERGONOMICS AND PRODUCTIVITY WEB APPLICATION | JAVA, HTML/CSS, AGILE

Sep 2020 – Present

- Implemented **JavaServer Pages**, driving backend development (Java), establishing **relational database** schema and generation (**Microsoft Access, ER Modelling**) to develop a full stack ergonomics and productivity tool selection web app

SKILLS

TECHNICAL

Full-Stack Web Development:

HTML/CSS • JavaScript •

Python

SQL • Angular • Golang • Java

• Web Architecture • C

Data Science/Analysis

MATLAB • AMPL • Minitab •

NumPy

Software & Tools

Git • Asana • Trello •

Relational DBMS • Matomo •

Google Analytics • Agile &

Waterfall • Simo • Human

Centred Design • Forecasting

• Process Control • Root

Cause Analysis • Docker •

L^AT_EX

DESIGN & UX/UI

Figma • Rapid Prototyping •

Visual Sense-Making •

Proto.io • Pixate •

Observational and Secondary

Research

STRENGTHS

Research and Information

Synthesis • Interdisciplinary

Thinking • Communication •

Community Building

AWARDS

SCHOLARSHIPS

2017 - 2021 | University of Toronto

National Merit Scholarship

(\$115,000)

2017 - 2021 | University of Toronto

Class of 7T0 Industrial

Engineering Scholarship

(\$1,000)

2017 - Present | University of Toronto

\$19,000+ Additional

Scholarships

GRANTS

July 2021

American Society of

Engineering Education Video

Contest, 1st Place (\$3000)

CONTESTS

July 2021

American Society of

Engineering Education Video

Contest, 1st Place (\$3000)