MAISS AMALI

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Education

York University **May. 2023 – May 2027**
Bachelor of Arts in Digital Media Specializing in Development *Toronto, Ontario*

Technical, Design & Analytical Tools

Programming Languages : HTML, CSS, JavaScript, C, Java, Python, SQL, R, Max/MSP
Development & Systems: VS Code, Eclipse
Design, Prototyping & Media: Canva, Adobe Creative Suite, Figma, CapCut, OpenShot
Documentation & Collaboration: Github, Microsoft Office Suite, Google Workspace

Projects

Pulse Canvas | *UI/UX Design, Front-End Development, Generative Art* **January 2026**
- Designed and developed an interactive two-participant experience that translates emotional and physiological signals into abstract generative visuals to support empathy and reflective communication.
- Led UX design and interaction flow for a web-based system guiding users through onboarding, instructions, pairing, and results viewing, prioritizing clarity, accessibility, and emotional comfort.
- Implemented anonymous authentication and real-time participant pairing using Firebase to support privacy-sensitive interactions and reduce friction in collaborative experiences.
- Prototyped and tested multiple data-driven visual systems using p5.js, exploring how voice features (pitch, loudness, speech rate) and biometric inputs could be meaningfully mapped to visual behavior.

CoinLand | *Stock-Market Simulation Game* **January 2026**
- Designed a kid-friendly product experience that teaches financial literacy through a simplified investing simulation and goal-based gameplay for ages 7–12.
- Implemented UI components and game screens that support the product loop: onboarding, learning/trading simulation, goal tracking, and marketplace personalization.
- Built and integrated key front-end features for a gamified experience, including progress tracking (streaks/achievements) and room customization via a marketplace.
- Collaborated with a 3-person team to align UX decisions with technical constraints, documenting behaviors and endpoints through an API contract and README for maintainability.

Professional Portfolio Platform | *UI/UX Design, Front-End Development & Personal Branding* **December 2025**
- Designed and developed an advanced, fully responsive portfolio platform showcasing updated technical, creative, and analytical projects through a refined user interface and structured navigation.
- Implemented modern front-end development practices using HTML, CSS, and JavaScript to enhance interactivity, performance, and cross-device compatibility.
- Curated and documented multidisciplinary projects to communicate both technical and design competencies in a cohesive professional narrative.
- Integrated external links, contact pathways, and industry-facing presentation elements to support professional networking and collaboration opportunities.

Experience

AIRON/ Robo The Virtual Bot **June 2025 – August 2025**
Marketing Intern *Toronto, Ontario*
- Analyzed user engagement data through weekly dashboards to surface patterns in user behavior and inform decisions around content, messaging, and product communication.
- Collaborated with cross-functional team members to plan and document campaign goals, timelines, and outcomes, strengthening alignment between product capabilities and user-facing communication..
- Created and managed social media content across TikTok, YouTube, and LinkedIn, engaging directly with users to address questions and concerns while using engagement patterns to inform content direction.
- Planned, advertised, and managed workshops, demonstrations, and events to showcase AIRON's practical applications, engaging students and professionals and expanding the product's visibility.

Deal Hunt Ltd. **February 2025 – Present**
Marketing & Sales Coordinator *Guelph, Ontario*
- Led the launch and ongoing management of the company's digital presence, iterating on content and structure based on customer feedback and observed engagement patterns.
- Designed and maintained a cohesive visual identity across digital and physical touchpoints, ensuring consistency and clarity in how users perceive the brand.
- Collected and synthesized customer insights from in-store interactions to inform promotional decisions, product positioning, and merchandising strategies.