Manahil Masroor

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Skills

Technical Skills	Python, Java, C++, C, JavaScripts, CSS3, HTML, Node Js, React, Tailwind, WordPress & Bootstrap Frameworks, Git, Github, Asana, Jira, Mural, Slack
Other	Figma, AdobeXD, InVision, Sketch, Illustrator, User Experience, Design System, WCAG, SEO, Google Analytics, Project Management, User & Market Research/Analysis

Education

University of Toronto

HONOURS BACHELOR OF SCIENCE *Sep 2017 – Apr 2022*

Double Major in Computer Science & Communication, Culture, Information and Technology

Relevant Coursework: Web Design & Development, Human-Computer Interaction, User Experience, Theory of Computation, Software Tools & Systems Programming, Info & Comp Security, Forensic Computing

Experience

Software Developer Consultant Project

Islamic Relief *June 2022 – July 2022*

- Aided in the creation of a Python-based delivery program that leverages the Google Maps API to determine the closest available driver for each delivery, considering real-time distance calculations and proximity analysis.
- Implemented an optimized routing algorithm that generates the best and shortest path for each driver, minimizing travel time and maximizing delivery efficiency by an average of 2.3 hours.

Communications Consultant

Multani Tax *May 2021 – Sep 2021*

- Ensured effective communication across physical and digital content in both design and text by both creating and providing constructive criticism on content while being mindful of brand identity.
- Designed flyers for print in and edited written content on website, blog and physical flyers keeping in mind keywords for SEO, tone of voice, target audience, and brand identity to increase traffic and engage users.

Project Manager, Designer & Researcher Intern

Just Vertical *Jan 2021 – Apr 2021*

- Collaborated with the Marketing team and led a student team to create visual brand guideline content and final document to ensure consistency for written and digital content across the company's digital mediums.
- Adopted a design thinking approach to research and create social channel design standards including post template and content principles such as color, typography, tone of voice and other design system elements.

Projects

Web Design, Full-Stack Development

Mental Wellness App *Mar 2023 - Present*

- Created interactive UI on Figma for all-encompassing mental wellness app after research to determine user needs, behaviours, and personas, IA, site maps, journey maps, usability evaluation sessions. Currently coding the front-end of the web app using HTML, CSS, JavaScript, REACT, and Tailwind.

Visual/Product Design, Front-End Development

Idi Cafe *Feb 2023 – present*

- Developed cohesive visual identity for the brand/app, user personas, information architecture (IA), journey maps, and sitemaps to create user-centered wireframes, as well as (currently) contributing to front-end app dev.

Front-End Development

Personal Portfolio *May 2023 - June 2023*

- Created a personal developer portfolio website to show projects and skills. Coded using HTML, CSS, and JavaScript and launched it on github pages.

Full-Stack Development

UofT Student Timetable *Sep 2019 - Dec 2019*

- Redeveloped student Timetable planner web app with added ability to help students without planning skills by automating ideal schedules with mandatory courses and allowing specific days off, late/early classes etc., eliminating stressful planning. Coded using HTML, CSS, JavaScript, while integrating MongoDb and Express.