

Manahil Masroor

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Skills

Technical Skills HTML, CSS, JavaScript, Java, Python, C, C++, Node Js, React, Tailwind, WordPress & Bootstrap Frameworks

Collab Tools 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, Operating Systems

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.

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.

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

UI/UX Designer, Full-Stack Development

Mental Wellness App

Mar 2023 - Present

Created interactive UI on Figma for 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, constructed personas, information architecture (IA), journey maps, and sitemaps to create 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

- Student Timetable planner web app to help students create ideal automated schedules by specifying specific days off, late/early classes etc. Coded using HTML, CSS, JavaScript, while integrating MongoDB and Express.