

## **EDUCATION**

<b>Lahore University of Management Sciences:</b> BSc. Computer Science	2020 - Present
Courses: Software Engineering, Machine Learning, Advanced Programming, Human Computer Interaction, Information and Communication Technology for Development, Data Bases, Data Science, Data Structures, Socioecological Systems and Sustainability, Network Centric Computing, Digital Logic Circuits, Sufism, Renewable Energy, Progressive Writing in South Asia	
<b>CIE Advanced Level:</b> LGS 55 Main - (3As and 2Bs) – SAT 1480 SAT 2: 2400/2400	2018 - 2020
<b>CIE Ordinary Level:</b> BSS Canal Side Campus - (10A*s and 1A)	2015 - 2018

## **PUBLICATIONS**

### **Training Users to Recognize Persuasion Techniques in Scam Calls**

Niklas George, Sumair Ijaz Hashmi, Eimaan Saqib, Fatima Ali, Nawaal Siddique, Shafay Kashif, Shahzaib Ali, Mobin Javed, and Nida ul Habib Bajwa

*CHI EA: Conference on Human Factors in Computing Systems - Extended Abstracts, 2023* <https://doi.org/10.1145/3544549.3585823>

## **EXPERIENCE**

### **Research Assistant at the Security & Internet Analytics Lab – LUMS SSE**

June 2022 - present

- Working with Dr. Mobin Javed on cyber security projects in collaboration with Saarland University (Germany) involving field research to develop didactic interventions against phishing and vishing scams.

### **Unilever Engineering Possibilities Program**

May 2023 – present

- Member of Unilever Engineering possibilities' first ever cohort for industry exposure of aspiring female engineers

### **Data Science Intern – Mahbub ul Haq Research Centre at LUMS**

January – April 2023

- Improved tax collection procedures for 6000+ restaurants in Lahore through geo-coding and data analytics in python

### **Head Teaching Assistant - LUMS SSE**

September 2022 - present

- Leading a team of 7 undergraduate TA's for CS200 Introduction to Programming, a course for Object-Oriented Programming in C++; responsible for making and managing labs and assignments
- Led a team of 8 undergraduate and graduate TA's for CS100 Computational Problem Solving, an introductory course in C++

### **UX Research & Design Intern - CreditBook (Digital Khaata App)**

June 2022 - August 2022

- Performed competitor analysis, application audit and market research to suggest optimizations for the CreditBook app.
- Interviewed female entrepreneurs, analyzed qualitative and quantitative app data via Amplitude Analytics and Dovetail to improve financial outcomes for current and potential female users of the app
- Designed new product wireframes and user-friendly screens for the app's lending and branding features using Figma to improve user on boarding experience.

## **PROJECTS**

### **Surface Defect Detection – Machine Learning/Computer Vision project (Python, pandas, sci-kit learn, cv2)**

- Trained a model using neural networks, logistic regression, naïve bayes and support vector machine algorithms to classify, detect and localize defects in a dataset of images of paper surfaces (92% accuracy) ([View Source Code](#))

### **StudyBuddy – ([View Deployed Website](#)) (Node.js, express.js, Javascript, HTML, HBS, CSS, Figma, MongoDB)**

- Developed an online website to connect tutors and students with multiple functionalities including job posting, resources, announcements, appointments, tutor searching for three different clients: tutors, students and admin

### **Libaspur – E-commerce website (Node.js, React, HTML, CSS, MySQL)**

- Developed an online shopping e-commerce platform with buyer, seller and admin terminals complete with display gallery, shopping cart, clothes inventory, order history, reviews etc.

### **Cryptocurrency trends analysis via Twitter (Python, Pandas, snsparse)**

- Performed sentiment analysis and predicted fluctuations in bitcoin, Ethereum, FTX based on tweets manually scraped from Twitter; used causal inference to make informed predictions about future crypto trends. ([medium article](#))

### **Ghirbaal – Application (Figma, MAXQDA)**

- Developed high fidelity Figma prototype for *Ghirbaal*, a gamified platform to spread awareness and help detect misinformation on social media, based on extensive user research and qualitative analysis in MAXQDA ([Figma Link](#))

### **Handy – Application (Figma)**

- Developed high fidelity Figma prototype for *Handy* to assist university students with ADHD in everyday tasks; testing with 20 people yielded positive results (90% satisfaction rate) ([Figma Link](#))

## **SKILLS**

**Industry Knowledge:** Machine Learning, Computer Vision, Web development, HCI, UI/UX Research, Cybersecurity, Robotics

**Tools:** C++, Python, R, MERN, SQL, Haskell, Javascript, Typescript, Django, Matlab, HTML, CSS, Figma, Excel, Canva, Amplitude