

# Shafin Rezwan

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## EDUCATION

### University of Alberta

*Bachelor of Science in Computer Science, Minor in Business*

Edmonton, AB

*Sept. 2018 – April 2024*

## EXPERIENCE

### Sales Representative

*Telus*

Sept. 2021 – Present

*Edmonton, AB*

- Adapted to changing market conditions, demonstrating strong problem-solving and interpersonal skills
- Successfully managed high store traffic during peak hours by effectively distinguishing a customers needs
- Developed and maintained strong relationships with clients, resulting in an increase in customer retention rates

### Web Developer & Designer

*Freelance*

Jan. 2022 – Present

*Edmonton, AB*

- Designed and developed responsive websites using HTML, CSS, JavaScript, and WordPress, ensuring seamless UX/UI across mobile and desktop
- Improved SEO performance and page speed by implementing clean code, lazy loading, and optimized assets
- Assembled and led a cross-functional team of designers and developers to streamline web development projects, improving delivery speed and project scalability across multiple client engagements.
- Created wire frames, prototypes, and mock ups using Figma and Adobe XD to align client vision with functional design

### Digital Marketing Manager

*Foosh*

Oct. 2022 – Dec. 2023

*Edmonton, AB*

- Planned and directed creative shoots, from concept development to execution, ensuring consistent brand aesthetics across platforms.
- Designed high-impact visual assets for social media, ad campaigns, and email marketing using Figma, Photoshop, and After Effects.
- Consistently planned, organized, and scheduled content across multiple social media platforms, ensuring a cohesive brand voice and optimized posting cadence for engagement and reach.
- Increased average web store traffic by 400% through consistent social media and Google SEO efforts

## PROJECTS

### Migrante Alberta | *Python, Flutter, Django,*

Jan. 2022 – April 2022

- Developed a full-stack mobile application to connect immigrants with community support networks, including hospitals and charities.
- Built RESTful APIs with Django to handle secure data transfer between the frontend and backend services
- Applied Agile development practices, using Git for version control and Trello to manage sprint deliverables and deadlines
- Collaborated with a cross-functional team of 4 to manage tasks, conduct usability testing, and incorporate user feedback into final release

## TECHNICAL SKILLS

**Languages:** Python, JavaScript, SQL (Postgres), HTML/CSS

**Frameworks:** React, Flutter, WordPress, Liquid (Shopify), Material-UI, Django

**Developer Tools:** Git, VS Code, PyCharm

## LEADERSHIP / EXTRACURRICULAR

### Program Coordinator/Tutor

*The Growth Centre*

Feb. 2022 – Present

*Edmonton, AB*

- Taught foundational programming concepts in Python, HTML/CSS, and JavaScript through hands-on workshops, projects, and one-on-one tutoring
- Adapted teaching strategies to accommodate different learning styles and skill levels, resulting in increased student participation and confidence.