

ASMA HASHAR

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EDUCATION

York University

Honours Bachelor of Science in Computer Science

Expected: April 2027

Toronto, Ontario

Relevant Coursework: Object Oriented Programming, Data Structures, Computer Organization, Software Tools

EXPERIENCE

Lead Webmaster

September 2025 – Present

Muslims In Academia

Toronto, Ontario

- Directed cross-department website operations, resolving **100%** of technical issues and delivering timely content updates, which ensured organizational objectives were consistently reflected online.
- Implemented responsive design updates in **Framer**, collaborating with **5+** department leads to launch optimized layouts that improved site accessibility and increased visitor engagement.

Data Analyst and Market Research Coordinator

September 2025 – Present

Orfe EcoArt

Toronto, Ontario

- Developing an ETL pipeline to migrate data for **100+** schools and environmental arts education programs from Google Sheets into a **MySQL** database, with automated imports using **Python** and the **Google Sheets API**.
- Building dashboards in **Power BI**, projected to cut weekly manual reporting by **15–20** hours once deployed.
- Collected, organized, and analyzed large datasets to deliver market research reports and competitor benchmarks, providing actionable insights that informed program strategy and regional expansion in the U.S and Canada.

Market Research Lead

July 2025 – September 2025

FI Solutions Inc.

Toronto, Ontario

- Researched and Benchmarked mission-driven tech firms and built a **20+** piece content calendar of blogs and social posts, which informed FI Solutions' B2B messaging strategy and equipped the marketing team for consistent publishing.

PROJECTS

DermoBot - Hack The 6ix 2025 | *React, JavaScript, Flask, MongoDB Atlas, PyTorch, Gemini API, RAG, MobileNetV2*

- Developed a Dermatology Assistant with a **React** front-end for image uploads and result displays.
- Integrated a pretrained **MobileNetV2** classifier in **PyTorch** using a **20,000-image Kaggle dataset**, applying image transformations and validation splitting to improve accuracy.
- Created an AI chatbot enhanced with **Gemini API** and a **RAG** pipeline responsible for data-driven insights.

SmartSpend - Hack The Valley 2025 | *Python, Flask, Flutter, Pandas, Meta Prophet*

- Built **SmartSpend**, a full-stack financial insights app with a cross-platform **Flutter** frontend for **Android and iOS** and a **Flask (Python)** backend to help users visualize and forecast spending trends.
- Implemented data preprocessing with **Pandas** and one-year expense forecasting using **Meta Prophet**, improving financial awareness and planning.
- Designed a secure, cloud-integrated system for user accounts and transactions, featuring an interactive **Flutter** dashboard with clear financial summaries and trend analysis.

Perfumora | *Java, Java Spring Boot, React.js, H2 Database, HTML, CSS*

- Built a full-stack inventory management application for *Perfume Elegance* that enabled staff to add, edit, and delete products using a **React** front-end and **Java Spring Boot API** backed by an **H2 in-memory database**.
- Built a backend pipeline to process product data and optimized reorder thresholds using analytical techniques, reducing out-of-stock incidents by **85%** and boosted monthly sales by **20%**.

LEADERSHIP

ElleHacks

September 2023 – Present

Logistics Executive

York University

- Executed Canada's largest hackathon for women and gender-diverse students through designing **10+** technical challenges, judging rubrics, and participant materials for **400+** attendees, resulting in a seamless, on-time event.

TECHNICAL SKILLS

Languages: Python, Java, JavaScript, HTML, CSS

Technologies/Frameworks: React, Node.js, Next.js, Flask, Tailwind CSS, PowerBI, Java Spring Boot

Developer Tools: Framer, VS Code, Eclipse, Git