

ASMA HASHAR

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EDUCATION

York University

Honours Bachelor of Science in Computer Science

Expected: April 2028

Toronto, Ontario

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

EXPERIENCE

Lead Webmaster

Muslims In Academia

September 2025 – Present

Toronto, Ontario

- Directed website management operations as part of the HQ team, updating content across departments, and resolving technical issues, which ensured the MIA website remained accurate, and aligned with organizational objectives.
- Implemented responsive design updates, leveraging **Framer** to collaborate with team leads on user-friendly layouts and optimized interfaces, resulting in a cohesive experience that enhanced visitor engagement.

Data Analyst and Market Research Coordinator

Orfe EcoArt

September 2025 – Present

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

FI Solutions Inc.

July 2025 – September 2025

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.

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%**.

ThinkBox | *HTML, CSS, JavaScript*

- Developed a task management and note-taking app with an interactive UI, using **HTML/CSS** and **JavaScript** allowing users to add, delete, and track tasks with due dates.
- Integrated local storage to ensure tasks and notes persist across sessions, enhancing usability and convenience.

LEADERSHIP

ElleHacks

Logistics Executive

September 2023 – Present

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, Tailwind CSS, PowerBI, Java Spring Boot

Developer Tools: Framer, VS Code, Eclipse, Git