

# ASMA HASHAR

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## EDUCATION

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### 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

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### 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

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### 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

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### 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.
- Enhanced event planning efficiency through active collaboration in weekly coordination meetings, resulting in a cohesive organizing process and successful hackathon delivery.

## TECHNICAL SKILLS

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**Languages:** Python, Java, JavaScript, HTML, CSS

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

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