

Speaker Biography - Adeen Atif



Adeen Atif is an AI Engineer and Product Builder passionate about transforming education and technology ecosystems. She is the Co-founder of **Arcanum Academy**, a skills-first EdTech venture designing bootcamps that bridge academia and startups, and currently serves as **Head of Product at TicketWala**, where she is leading a product revamp for an international expansion.

Areas of Expertise

- EdTech & Youth Empowerment (Bootcamps, Mentorship, Workshops)
- Artificial Intelligence & Data Science (LLMs, RAG systems, Analytics Automation)
- Product Management & Building (MVP design, Scaling, and Go-To-Market)
- Community Leadership & Ecosystem Development

Speaking & Mentorship Engagements

	MCIT Tech Champions 5 Speaker & Mentor Code Labs, Jeddah Spoke on “Optimizing AI Models for Real-Time Decision Making”
	US Consulate FYP AID Speaker Lincoln Corners Spoke on “Developing a Startup-Worthy FYP MVP”
	Arcanum Academy Founder & Facilitator Citywide Led bootcamps on Personal Branding and Contemporary AI Engineering
	NASA Space Apps Challenge 2025 Speaker & Mentor Global Hackathon Guided teams on “AI-driven solutions for Real-World Challenges” and mentored founders on scaling product ideas
	Ted X Clifton Speaker Team Lead Clifton Directed the speaker curation pipeline alongside a team of 80
	Google DSC Hackfest 2024 Lead & Mentor IBA Led city-wide hackathons with 200+ participants, and 60+ industry sponsors
	World Robot Olympiad 2023 Judge Asia Judged Robotics projects for the internationally held WRO in Asia Chapter
	WWF Youth Program 2022 Workshop Designer & Facilitator Citywide Led a youth training program with a 13-member team and 100+ attendees

Career Highlights

- **Founder – FabricAI:** Leading product and architecture for an AI-native data-to-insight platform
- **Head of Product – TicketWala:** Driving product strategy and technical revamp of a ticketing platform
- **Co-Founder – Arcanum Academy:** Designing pipelines and bootcamps combining personal branding, product, and AI
- **AI Engineer – Confinality:** Built LLM-powered analytics bots on GCP, alongside automating the complete call center use-case via AI voice bots
- **Product Engineer – Vidizmo USA:** Shipped an OCR-based redaction pipeline for digital evidence management

Notable Projects & Recognition

- Recognised for leading **the biggest Google DSC Hackathon in Pakistan**
- **DashFit:** Augmented Reality apparel try-on app (2nd place at IBA Symposium 2024)
- **FabricAI:** AI tool converting messy CSVs into dashboards and auto-insights
- Featured on **Medium & LinkedIn** for insights on AI product building and personal branding

Personal Note

Beyond work, Adeen is a badminton captain, marathon runner, and community builder who thrives at the intersection of innovation, leadership, and impact.