Ameya Gupta

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Education

McMaster University   Toronto, Ontario
Computer Science I   *Sep 2024 - Jun 2028 (expected)*

Experience

Codespire   Toronto, Ontario (Hybrid)
Marketing Director   *Mar 2023 - Present*
- Working in the same roles as from previous position, but also **leading** and **delegating responsibilities** to a new **Marketing Coordinator** to make content more efficiently

Marketing Coordinator   *Oct 2022 - Mar 2023*
- Overseeing social media accounts and effectively utilizing interactive media to increase **engagement rate** by **7%** and **follower count** by **18%** in **1 year** (2022 - 2023)
- Leading branding & creative projects, including Instagram posts, posters, videos and merchandise
- Utilizing technical knowledge effectively to present proposals to increase **brand recognition and page conversions**

HB CodeLink   Brampton, Ontario
Founder & President   *Aug 2022 - Present*
- Leading a team of **5 students** to effectively tackle our mission of **building up a strong CS portfolio** for every student
- Developing workshop content and presentations to ensure **high-quality, palatable workshops** for over **50+** students
- Spearheading promotion, outreach, and marketing campaigns, resulting in **2.2x increase** in followers from Sep. to Oct.
- Organizing communication between team and student members to foster a **safe, fun, & educational environment**

HB Hack Club   Brampton, Ontario
President of Design   *Aug 2020 - Jun 2022*
- Designed and produced **UI and graphic design workshops** for **70+** students
- Organized **15+ workshops** to incite **experiential-learning for 30+ attendees**
- Provided resources and support to members throughout the year, **improving enrolment by 20%** from the year prior

Personal Projects

Median Cut Quantization Study | Python | [Link]
- Designed and implemented **recursive algorithms** in **Python** to undergo the algorithm and record pertinent data, such as time taken and **structural similarity**
- Utilized **OOP techniques** to parse and translate data between packages
- Formatted data with a variety of **matplotlib** plots, such as line charts, heatmaps, and 3D scatter plots
- Proved the algorithm's **O(n) time complexity** and found the **algorithm suffers in high-contrast, high-detail areas**

MirrorMult (Figma) | HTML, CSS, JavaScript, TypeScript | [Link]
- Designed and built a Figma plugin that generates symmetrical graphics based on input layers, accruing **1000+** users
- Boosted **productivity** among Figma designers, **improving project productivity** by **15+%**
- Ideated and created a **UI mockup** for the pages of the plugin in line with **A11Y** accessibility standards

SlaySchools UI Mockup | Figma | [Link]
- Designed a UI prototype in **Figma** in line with **A11Y** accessibility standards
- **User testing** showed a **12%** increase in **engagement** and a **1.7%** increase in **conversion rate**
- Implemented **reactive components** and **conditional rendering** to ensure a seamless transition from prototype to development, **improving developer productivity** by **10%**

MirrorMult (Blender) | Python, BPy | - [Link]
- Leveraged **BPy** fundamentals to create an easily-usable symmetry add-on for Blender
- Received **testimonials from 3D modellers**, indicating a **project time reduction** of **9%** on average
- Exercised fundamentals of **OOP** and **layout with template UI elements**
- **5+ stars** on the project's Github repository

References

Available upon request