Ameya Gupta

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Education

McMaster University   **Toronto, Ontario**
Computer Science I   *Sep 2024 - Jun 2028 (expected)*
- Award of Excellence: **$3000**

Experience

Codespire   **Toronto, Ontario (Hybrid)**
Marketing Director   *Mar 2023 - Sep 2024*
- Worked in the same roles as from previous position, but also **led** and **delegated responsibilities** to a new **Marketing Coordinator** to make content more efficiently

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

HB CodeLink   **Brampton, Ontario**
Founder & President   *Aug 2022 - Jun 2024*
- Led a team of **5 students** to effectively tackle our mission of **building up a strong CS portfolio** for every student
- Developed workshop content and presentations to ensure **high-quality, palatable workshops** for over **50+** students
- Spearheaded promotion, outreach, and marketing campaigns, resulting in **2.2x increase** in followers from Sep. to Oct.
- Organized 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

Personal Website | Vite, React + React Router, TailwindCSS, TypeScript | [Link](#)
- Developed a **responsive SPA** using **React Router**, ensuring **seamless navigation** and **efficient state management**
- Implemented **TypeScript** for **type safety and maintainability**, integrating **GitHub's Octokit API** to fetch and display **real-time repository data dynamically**

Keep It Real | HTML, TailwindCSS, JS, Python, Flask, Cohere | [Link](#)
- Developed a **Chrome extension** for WolfHacks '24 to detect **fake news** and **AI-generated content** on the web
- Trained and integrated a **robust AI model** using **NLTK** to verify the **validity of written content**
- Utilized the **Cohere API** to **provide links and quotes to alternative perspectives** on statements within articles
- Collaborated **effectively** with a team, demonstrating **teamwork** and **project management skills** in a **competitive hackathon environment**

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 **2000+** 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