

AREEB RASUL

✉ arasul@uwaterloo.ca | ☎ (514) 217-3257 | 🌐 areeb.world 🔗 | areeb.world

EDUCATION

UNIVERSITY OF WATERLOO

SEP 2023—PRESENT

- Enrolled in Honours Computer Science, Co-op
- Awarded the President's Scholarship of Distinction
- Relevant coursework: OOP Software Development (C++), Algorithm Design and Data Abstraction (C), Data Structures and Data Management, Computer Organization and Design (ARM), Designing Digital Media

EXPERIENCE

WEB DESIGNER, UW COMPUTER SCIENCE CLUB

AUG 2024—PRESENT

Figma, Adobe Illustrator

- Designing high-fidelity mockups for CSC projects including the [annual class profile](#) and internal voting app

UI/UX ENGINEER, INSTAPITCH.AI

MAY 2024—DEC 2024

React, Tailwind CSS, Figma, Python, Twilio

- Thrived in 4-person engineering team, shipping high-impact features in fast-paced startup environment
- Owned full product development lifecycles from **high-fidelity wireframes to production-ready code**
- Designed and developed an in-house progressive dialer system **handling 1,300+ calls** monthly for under \$10, **saving \$4,800+ annually** while delivering an intuitive, integrated experience
- Overhauled UI/UX of CRM, modernizing design, streamlining navigation, and reducing **API calls by 70%**
- Built and optimized REST APIs for seamless front-end and back-end integration

FOUNDER, DESIGNER, & DEVELOPER, AREEB WORLD

JAN 2021—AUG 2023

Next.js, Tailwind CSS, Sanity, Stripe Checkout, Figma, TikTok, Final Cut Pro, Adobe Animate

- Created **viral social media content**, growing audience to **10,000+ followers** across platforms
- Built interactive art gallery (areebworld.com), later expanding to an e-commerce store (areeb.world)
- **Generated \$5,000+ in revenue** through NFT sales, merchandise, and original artwork
- Implemented a headless CMS using Sanity to efficiently manage 365+ artwork entries and metadata

MULTIMEDIA DESIGNER, FREELANCE

AUG 2020—AUG 2021

Adobe Photoshop, Adobe After Effects, Adobe Animate, Adobe Illustrator, Final Cut Pro

- Designed 20+ garments for [Melk Clothing](#) and [Beam Apparel](#), generating **\$10,000+ in revenue**
- Produced videos and animations reaching **300,000+ views** for promotional campaigns

PROJECTS

WATWASSPENT?

NOV 2024—PRESENT

Next.js, OpenAI, GSAP, Tailwind CSS, Figma

- Built full-stack spending analyzer for University of Waterloo student cards
- Implemented dynamic SVG character animations and transitions using GSAP
- Designed and developed interactive data visualizations to present spending trends and insights
- Implementing natural language processing to generate further personalized insights

PLAYBOOK

SEP 2024—PRESENT

Next.js, Python, SQLAlchemy, Tailwind CSS, Figma

- Built full-stack **MVP in 36 hours** at [Hack the North 2024](#), Canada's largest hackathon
- Leading the continued development and design of the event discovery platform for university students

LEADERSHIP & COMMUNITY

RESIDENCE LIFE DON, UNIVERSITY OF WATERLOO

AUG 2024—PRESENT

- Leading community programming and supporting the academic and personal growth of **40+ students**

VICE PRESIDENT, RESIDENCE COUNCIL NORTH

SEP 2021—AUG 2023

- Lead community building activities for **2,500+ students** such as trivia, study sessions, and talent shows

EXECUTIVE MEMBER, WONDERLAND FOUNDATION

SEP 2021—AUG 2023

- Led social media and organized community events, raising **\$14,000+ for the YMCA Reconnect Program**