

AREEB RASUL

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

EMPLOYMENT

DESIGN ENGINEER, INSTAPITCH.AI

MAY 2024—SEP 2024

React, Flask, Tailwind CSS, Figma, Twilio

- Spearheaded the design and full-stack development of a progressive dialer system, replacing a \$400/month third-party solution with a custom, integrated solution costing under \$15/month
- Redesigned and refactored the site's CRM, reducing API calls by over 50% and enhancing user experience

STUDENT REPRESENTATIVE, ASD-E DISTRICT EDUCATION COUNCIL

OCT 2022—AUG 2023

- Elected representative for over 16,000 students in crucial decision-making processes regarding curriculum, financial allocations, and provincial educational policies
- Spearheaded discussions on risks and opportunities presented by artificial intelligence in education

GRAPHIC DESIGNER, FREELANCE

AUG 2020—AUG 2021

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

- Designed 20+ garments for brands such as *Melk Clothing* and *Beam Apparel*, with several designs selling out
- Produced videos and animations reaching 300,000+ views for promotional campaigns
- Led brand design for *Kids on the Blockchain*, a youth-focused initiative that promotes blockchain education and the arts, endorsed by figures including *Time Magazine's* CEO Keith Grossman and Serena Williams

PROJECTS

PLAYBOOK

SEP 2024—PRESENT

Next.js, Flask, 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

AREEB WORLD

APR 2023—AUG 2023

Next.js, Tailwind CSS, Stripe Checkout, Figma

- Developed and designed areeb.world, an interactive and playful online store and portfolio
- Built full-stack functionality including product catalog, shopping cart, and Stripe payment integration

MR. MELENDY'S EEL-ECTRIC ADVENTURE

MAY 2023

Unity, C#

- Developed and designed an educational 2D platformer game teaching torque principles

BERNICE MACNAUGHTON MISSION AND VISION UPDATE

FEB 2023—JUL 2023

Adobe Illustrator, Adobe InDesign, Adobe Photoshop

- Led school-wide redesign, creating posters, pamphlets, and digital media to align with a new mission

AREEB'S DAILY DRAW!

JAN 2021—DEC 2021

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

- Designed and developed, areebdailydraw.com an interactive gallery for 365 original artworks and videos
- Created viral social media content, growing a dedicated audience of 10,000+ followers
- Generated \$5,000+ in revenue through NFT sales, merchandise, and original artwork
- Implemented a headless CMS for efficient content management of 365+ artwork entries and metadata

EXTRACURRICULARS

WEB DESIGNER, UW COMPUTER SCIENCE CLUB

AUG 2024—PRESENT

Figma, Adobe Illustrator

- Designing components and layouts for CSC projects including the annual class profile and club website

RESIDENCE LIFE DON, UNIVERSITY OF WATERLOO

AUG 2024—PRESENT

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

VICE PRESIDENT, RESIDENCE COUNCIL NORTH

SEP 2023—APR 2024

- Led community building activities for 2,500+ students such as trivia nights, 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