Areesha Kashif

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Portfolio: https://areeshak.github.io

Academic Qualification

2019-2023	BS-Computer Science	Institute of Business Administration	3.340
2017-2019	A Levels	Nixor College	2 A's, 1B
2015-2017	O Levels	Nixor O Levels	7 A's, 1B

Important Projects

- Created a freelance Flutter app with Firebase integration, employing a Python matching algorithm for efficient buyer-seller connections. Enhanced user experience through optimized order management and tracking. (Final Year Project)
- Created a mental health mobile application integrated with Firebase, following the MVP architecture, and offering features like mood tracking and UCLA guided meditations. (Flutter)
- Developed a Hotel Reservation website using the MERN stack, utilizing Redux for efficient state management, backed by efficient MongoDB REST API calls for efficient data management. (Web)
- Analyzed Pakistan's e-commerce data to optimize payment solutions, reducing order cancellations and refunds. (Knime)
- Revamped InDrive app design on Figma by addressing user issues and enhancing UI for a smoother experience. Validated changes through evaluations for effectiveness. (UI/UX)
- Developed a Hotel Management System using SQL queries for seamless CRUD operations on database. (Java)

Work Experience

Engro Corporation Limited, Internship   **July 2022 – August 2022**
- Identified a pain point in categorization of survey data hence initiated to process to automate the task using KNIME which reduced the time by around 75%.
- Redesigned twelve customer service dashboard screens improving the UX for decision-makers.
- Gained insights on project life cycle by preparing ten business charters for multiple IT projects.
- Researched on multiple chatbots and provided recommendations on features and UI.

Aitebar Foundation, Internship   **July 2020 – August 2020**
- Formulated project plan for park restoration drive, serving as foundation for execution.
- Assisted in finding, verifying, and aiding to ten needy people in nine days.
- Created engaging social media content, honing video editing and design skills.
- Developed marketing plan for rural population education campaign.

Interests and Extracurricular Activities

- Tracked social media engagement done by team of twelve members as part of the Go-Green Society at IBA. (2019)
- Interested in learning about new marketing trends and social marketing techniques.
- I have a passion for travelling and hiking.

Skills

- **Programming Languages**: Java, Python, C, Dart
- **Mobile Development**: Flutter
- **Web Development**: HTML, CSS, NodeJS and ReactJS
- **Backend and Databases**: Firebase, SQL, NoSQL (MongoDB), NodeJS
- **Version Controlling**: Git

Certificates

2021	CCNAv7: Introduction to Networks	Cisco Networking Academy
2020	Digital Marketing Analytics in Theory	Coursera
2020	Marketing in a Digital World	Coursera