

Bilal Rashid

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EXPERIENCE

Digital Operations Analyst | MLSE (Maple Leaf Sport & Entertainment) | Digital Labs

Jan 2024 - Apr 2024

- Developed interactive digital campaigns for MLSE partners (Rogers, IBM, AWS, etc.) achieving over **6,000 sign-ups**.
- Leveraged **JavaScript** for **refactoring** and **DOM manipulation** to streamline code and utilized **CSS** and **HTML** properties to create 3 new dashboards adhering to **UI/UX principles**, centralizing daily performance metrics.
- Overhauled the creation of weekly **automated** app reports by integrating **Google Analytics API** to the stack (**Apple Developer/Google Play Console**) to support strategic decisions for C-level executives, effectively reducing the end-to-end creation efforts by **50%**.

Science Communication Writer | Wilfrid Laurier University | Faculty of Science

Oct 2023 - Apr 2024

- Led a team of **8** writers to craft engaging summaries using [Canva Visuals](#) for enhanced branding of [top science journals](#).
- Designed and led the execution of email campaigns using [Mailchimp](#), leveraging custom **HTML** and **CSS Grid** to enhance visual appeal and interactivity, significantly boosting the **WinS community's engagement** and achieving a **14% increase** in **email open rates**.

Product Owner | Simplii Financial (CIBC) | Digital Strategy

Aug 2022 - Apr 2023

- Led the deployment of [Simplii's market-facing virtual assistant](#) in an **Agile framework** by analyzing primary call drivers and identification/integration of over **300 FAQs/API use cases**, reducing call center **volume by 9%**.
- Automated **200+ answer flows** on the **Ada** platform while optimizing accuracy of customer interactions via **QA testing**.
- Conducted **competitive analysis** of best-in-class tactics, account opening processes, and product features across the banking industry, resulting in **actionable insights** for strategic decision-making and **implementation of 1 new initiative**.
- Award** - [CIBC Exceptional Student Award](#) for exceptional performance during internship.

EDUCATION

Bachelor of Science, Computer Science | Wilfrid Laurier University

Sep 2021 - Apr 2025 (Expected)

- Relevant Coursework: Data Structures I & II, Database I, Object-oriented Programming,
- Awards: President's Gold Scholarship (\$4000 - highest entrance scholarship)

PROJECTS & HACKATHONS

Stock Peer

[Live Demo](#)

- Engineered a **multi-page** full-stack application featuring **live stock data** and interactive **visualization suite** (graphs, histograms, tables) coupled with **Black-Scholes option modeling** and **revenue forecasting** using **linear regression**.
- Crafted an interactive front-end interface in **React** using **Typescript**. Leveraged **Material UI** for tabularization, enhancing data interaction with **Recharts** for visualization, and adhering to **UI/UX design principles**.
- Developed a **Node.js/Express.js** backend for real-time stock data streaming via [Finnhub Stock API](#), with **RESTful API principles**, **CORS** for cross-origin resource sharing, **Axios** for HTTP requests, and **Cheerio** for HTML structure manipulation.
- Implemented a **MongoDB** database with **Mongoose** for schema design and database modeling, utilizing **Bcrypt** for robust **password hashing** to ensure secure user sign-in, efficient authentication, and **data integrity**.
- Configured development environment using **Vite** and deployed the application on **Heroku** for reliable cloud hosting.

The Daily Blog

[Live Demo](#)

- Designed a user-centric online **blogging platform** with amplified user engagement leveraging **SEO capabilities**.
- Implemented a responsive and visually engaging front-end using **Next.js**, **TypeScript**, and **Tailwind CSS**, ensuring a modern aesthetic and seamless user experience across all devices.
- Engineered a high-performance **Next.js** backend with **server-side** rendering and designed an **AWS RDS** database schema using **Prisma ORM**, enhancing content delivery and loading efficiency, ensuring a **scalable** backend-to-database system.
- Utilized **Heroku** for a **CI/CD deployment pipeline**, facilitating continuous integration of new features and content.

CiteMe, Hack the North

[GitHub](#)

- Created "CiteMe", an **APA7-compliant** bibliography tool with offline and online functionality, tailored to generate accurate citations for ebooks, web articles, and journal articles.
- Utilized **Python** to create a command-line application and contributed significantly to the creation of **GUI** and **web mockups**, harnessing **Tkinter** and **Figma** to enhance user experience.

TECHNOLOGIES

- Programming Languages:** Python, TypeScript, JavaScript, HTML, CSS.
- Frameworks & Libraries:** MongoDB, Express.js, React, Node.js, Next.js, Pandas, NumPy, Matplotlib, Tailwind CSS.
- Tools & Platforms:** Git, GitHub, AWS RDS, MySQL, Visual Studio Code, MySQL Workbench, Jupyter Notebook & Lab, Heroku, Figma, Microsoft Office (including VBA), Google Suite.