

Bilal Rashid

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EXPERIENCE

- Digital Operations Analyst** | MLSE (Maple Leaf Sport & Entertainment) | Digital Labs Jan 2024 - Present
- Current internship.
- Front End Developer** | Fareed Sheik LLP Mar 2024 - Present
- Built and deployed an interactive internal website for an electronic client, leveraging **HTML** for semantic page structure, **CSS** for visual styling, and **React and TypeScript** for modular components.
 - Crafted and implemented a **responsive contact** form that seamlessly integrated with the client's email system (**Gmail API**), enhancing the efficiency of customer inquiries and feedback management.
 - Currently developing a **SaaS pricing platform** to help small businesses, such as bakeries, determine optimal **product pricing and forecast revenue**.
- 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](#) for enhanced branding of [top scientific 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 [Ada.cx](#) while optimizing accuracy of customer interactions via **QA testing**.
 - Conducted **competitive analysis** of best-in-class tactics, account opening processes, and product features in banking, 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, 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 parsing HTML.
 - 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**.
- 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 ensuring a **scalable** backend-to-database system.
 - Utilized **Heroku** for deployment, using an **automatic deployment** pipeline, which facilitated continuous **integration** and **streamlined** the delivery of new features.
- 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