Bilal Rashid

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EXPERIENCE

Software Developer
Fareed Sheik LLP

Mar 2024 – Present
Mississagua, ON

- Built and deployed an interactive internal website for a client, leveraging **HTML** for semantic page structure, **CSS** for visual styling, and **React** with **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 determine optimal **product pricing** and forecast revenue.

Digital Operations Analyst
MLSE (Maple Leaf Sport & Entertainment)

Jan 2024 – Apr 2024
Toronto, ON

- Developed interactive digital campaigns for MLSE partners (Rogers, IBM, etc.) achieving over **6,000 sign-ups**.
- Leveraged **JavaScript** for **refactoring** and **DOM manipulation** to streamline code and utilized **CSS** and **HTML** 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

Oct 2023 – Apr 2024
Waterloo, ON

- 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)

Aug 2022 – Apr 2023
Toronto, ON

- 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

Wilfrid Laurier University
Bachelor of Science in Computer Science

Waterloo, ON
Sep 2021 – April 2026

- Relevant Coursework: Data Structures I & II, Database I, Object-oriented Programming, Digital Electronics

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/Express.js** backend for real-time stock data streaming via Finnhub Stock API, with **RESTful API principles**, **CORS** for 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**.

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.

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.

TECHNICAL SKILLS

Programming Languages: Python, TypeScript, JavaScript, HTML, CSS, LaTeX.

Frameworks & Libraries:: MongoDB, Express.js, React, Node.js, Next.js, Pandas, NumPy, Matplotlib, Tailwind CSS.

Tools & Platforms: Git, GitHub, Docker, AWS RDS, MySQL, Visual Studio Code, MySQL Workbench, Jupyter Notebook & Lab, Heroku, Figma, Microsoft Office (including VBA), Google Suite.