

HASAN NAVEED

CONTACT

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Doha, Qatar

EDUCATION

Carnegie Mellon University (2015 - 2019)
BSc. Information Systems with Honors
Cumulative GPA - 3.6

Concentrations:
Applied Informatics
User Centered Information Design

Minors:
Business Administration
Professional Writing

Honors:
University Honors
Alpha Iota Delta
Phi Alpha Theta
Senior Student Leadership Award
Community Service & Outreach Award
Deans Honor List - 5 Semesters

SKILLS

ADOBE CC	=====
MS OFFICE	=====
TABLEAU	=====
GOOGLE ANALYTICS	=====
HTML, CSS, JS	=====
PYTHON	=====
SQL	=====
HOOTSUITE	=====

Market Research | Content Design | Strategy
Digital Marketing | Social Media Marketing
Adwords | Data Analysis | Data Visualization

COURSEWORK

MARKETING & MARKET RESEARCH
STATISTICAL METHODS & PRACTICES
INTRODUCTION TO DATA ANALYTICS

CERTIFICATIONS

Google Digital Marketing Certification
Google Digital Garage (June 2019)

WORK EXPERIENCE & PROJECTS

RESEARCH ASSISTANT
(Current)

Carnegie Mellon University (Doha, Qatar)

Currently working as a part-time research assistant for the Alice Middle East project to develop computing curriculum for high schools. Responsible for extracting user data from previous Alice events to analyze and present insights.

BRAND CONSULTANT INTERN
(Feb 2019 - May 2019)

J.Portman Brand Consultancy (Doha, Qatar)

Carried out primary and secondary research practices to extract consumer insights and trends. Participated in consulting sessions with clients to create effective marketing strategies for startups in Qatar.

MARKETING INTERN (Remote)
(Oct 2018 - Feb 2019)

Visme (Washington D.C., USA)

Performed outreach to social media influencers to create brand awareness for Visme. Carried out digital marketing practices such as SEO and content marketing on Quora in order to increase product visibility online.

LEAD UX RESEARCHER & UX/UI DESIGNER
(Oct 2018 - Feb 2019)

HomeSafe (Pittsburgh, USA)

Spearheaded user research on development of mobile application for students to tackle campus safety issues. Carried out focus groups, designed and distributed surveys to extract user insights in order to improve user experience of the application designed on Adobe XD.

WEB DESIGNER & DEVELOPER
(Jan 2018 - May 2018)

Qatar Green Building Council (Doha, Qatar)

Worked as a project manager and lead web designer to improve Qatar Sustainability Week website for 2018. Carried out primary user research and testing in order to develop iterative prototypes in order to maximize user engagement and to provide optimal user experience.

LEADERSHIP

PRESIDENT
(2017-2019)

CarnegieApps Hackathon (Doha, Qatar)

Led students to organize one of Qatar's largest Hackathon events at Carnegie Mellon for two consecutive years. Secured sponsorships with companies such as Siemens & CISCO, and increased student participation by 46%.

STUCO COURSE INSTRUCTOR
(Spring 2019)

The Art of Effective Presentations (Doha, Qatar)

Co-instructed a student-taught course titled Pitch Perfect: The Art of Effective Presentations, in order to develop verbal pitching and visual presentation design skills amongst students of all classes at Carnegie Mellon.

HEAD ORIENTATION COUNSELOR
(Jan 2018 - Aug 2018)

Carnegie Mellon University (Doha, Qatar)

Worked with a team of students to organize orientation for incoming class of 2022. Executed promotion of event, designed supplementary material and worked with external vendors to ensure a smooth transition for students.

INTERNATIONAL TRIP LEADER
(Oct 2018 - Feb 2019)

Tartans Without Borders (Lisbon, Portugal)

Led 12 students to Portugal from Qatar to carry out a community service project for food rescue in Portugal for two weeks.