

# HEBA QAISAR

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## WORK EXPERIENCE

### Dubai Islamic Bank

Karachi, Pakistan

#### Software Developer

- Designed and implemented efficient backend and web services using ASP.NET, resulting in significant improvements in application performance.
- Created 5+ dynamic web pages and creatively implemented design requirements through the use of client-side scripting languages and technologies.
- Successfully executed over 5 SQL database design projects, optimizing queries and proficiently developing stored procedures, tables, triggers, functions, and views.
- Integrated applications with MS SQL databases, ensuring accurate and real-time data retrieval.
- Created use cases and designed documents as part of the development.

### Freelance

US, Remote

#### UI/UX and Graphic Designer

- Revamped the sign-in page and dashboard for Eny Consulting, based in Dubai, focusing on enhancing the user experience for administrators and facilitating seamless navigation through the database.
- Created and implemented user interfaces for over 23 diverse web, desktop, and mobile applications.
- Engaged in front-end programming, utilizing HTML, CSS, and JavaScript to construct fully functional websites.
- Initiated an independent graphic design business dedicated to supporting companies in their brand development endeavors.
- Created logos, business cards, and stationary for over 5 clients.
- Designed social media posts and posters strategically to achieve optimal brand awareness within the target audience.

### KPMG AU Data Analytics

Karachi, Remote

#### Virtual Internship

- Engaged in a thorough and comprehensive exploration of the market landscape, conducting extensive research to gain profound insights.
- Delved deeply into the intricate facets of consumer needs, analyzing them with precision and attention to detail.
- Performed meticulous data analysis and formulated a detailed and well-informed client recommendation.

## PROJECT EXPERIENCE

### Car Auto Parts

UIT

#### Database and Django

- Developed SQL queries, created tables, and performed data insertion for databases.
- Integrated SQL databases with Python for efficient data retrieval and analysis.
- Collaborated with cross-functional teams to meet data requirements.
- Proficient in optimizing query performance and ensuring data integrity

## CERTIFICATED

**Data Analysis:** Coursera

**Data Science, Machine Learning:** HarvardX

**Data Science, Visualization:** HarvardX

## EDUCATION

### UIT University, NED

Karachi, PK

*Bachelor of Science in Software Engineering*

## SKILLS & INTERESTS

**Skills:** R, Python, SQL, C++, HTML, MS Excel, Power BI, Tableau, Matplotlib, ggplot, Machine learning Algorithms, Data manipulation and cleaning, Figma, Adobe Illustrator, Adobe XD, Adobe Photoshop.

**Language:** Urdu, English, and Arabic