HEBA RASMY |heba.rsmy@gmail.com|https://www.linkedin.com/in/heba-rasmy/|https://github.com/hebarasmy

Digital Portfolio: https://HEBARASMY.GITHUB.IO/

EDUCATION

Bachelor of Science in Computer Science and Artificial Intelligence   Dubai, UAE **|** September 2022-July 2025**| Graduated**

University of Birmingham   Uni Club: **ACM**'s Vice Chair of External Communications

EXPERIENCE

BloomingBox - Intern   Dubai, UAE **|** May 2025-Jul 2025
- Built an automated quality control system using computer vision detection models for manual inspection
- Implemented real-time detection features using YOLOv8 into production to streamline product validation
- Reduced inspection time and improved consistency across packaging and presentation in live deployment

IBM - Intern   Dubai, UAE **|** May 2024-Jul 2024
- Conducted challenges & courses on design thinking, UI/UX, ideation, storytelling, scoping, and prototyping.
- Pitched a crafted experience to the office using tools learned within the consulting department during the internship.
- Worked with prompt engineering challenges that was implemented into the classification tool project.
- Integrated a functioning project using sensors and data processing with NLP for the IoT project

KLIK - Software Intern   Dubai, UAE **|** Aug 2023-Feb 2024
- Created promotional campaigns as an ambassador to enhance user engagement across platforms.
- Developed a user interface for UI/UX using HTML, React, Typescript and RESTful API technologies.
- Executed Agile and SCRUM methodologies to ensure timely execution of project.

Connect Ads - **Digital Marketing Intern**   Dubai, UAE **|** Aug 2023-Aug 2023
- Gained experience in audience targeting, campaign automation, and performance analysis across multi-platform ad-systems
- Assisted in managing ad campaigns across Google, Meta, X, and Spotify using Display&Video360 and Digital Turbines.

SKILLS

- **Programming:** Java, Python, JavaScript, TypeScript, SQL, HTML, CSS
- **Frameworks & Tools:** React, Angular, Spring Boot, Flask, JHipster, Tailwind CSS, NetBeans, IntelliJ
- **AI & Data:** Pandas, NumPy, YOLOv8, ChromaDB, PyPDF2, PyMongo, REST APIs
- **Development Practices:** Agile, Scrum, CI/CD, Prototyping, UX/UI Design, Usability Testing
- **Languages:** English (Proficient), Arabic (Proficient)

PROJECTS

Fin-bot Dissertation Project – AI financial insights website.   Dec 2024 - Apr 2025
- Developed a Retrieval-Augmented Generation (RAG) system using ChromaDB and sentence-transformers for contextual financial document and news retrieval, incorporating PyPDF2/docx parsing and real-time NewsAPI feeds for stocks & gold.
- Integrated region-specific personalization using multiple LLMs (LlaMA, DeepSeek, GPT-4o-mini) with pandas/NumPy pipelines, deployed via a Flask + PyMongo backend for interactive query handling and document analysis

Halo-Ride – Smart Helmet Interface & control system   Feb 2025 - Apr 2025
- Engineered a responsive web application using React.js and Tailwind CSS for HaloRide smart helmet system, implementing mobile-first design principles with light/dark mode functionality.
- Conducted an intuitive mobile application interface featuring AR display setting & real-time monitoring components.

BrumBot Project – AI powered application.   Nov 2024 – Jul 2025
- Focused on crafting intuitive User Interface (UI) and seamless User Experience (UX) for Brum-Bot, enabling efficient event tracking, resource storage, and query resolution for students.
- Applied Human-Computer Interaction (HCI) principles to ensure user-centered and intelligent design solutions.

IoT project development   Jun 2024 - Jun 2024
- Designed and implemented an IoT project integrating sensors-controlled fine-tuning & using AWS services for data processing and visualization features, incorporating Natural Language Processing (NLP).
- Implemented data transmission using an IoT protocol to a cloud platform to fine tune Alexa's system.

News classification tool   May 2024 - Jun2024
- Implemented a news classification tool to capture user prompts & initiate the classification process based on categories through prompt engineering.
- Integrated WatsonX to leverage Generative AI for processing and classifying news articles.

Software Engineering Project Design for "VerticAI" -   Sep 2023 - Dec 2023
- Using methodologies such as waterfall, agile, scrum; conducted "VerticAI" that is aimed to revolutionize vertical farming through machine learning & artificial intelligence technologies.

CERTIFICATIONS

- IBM Co-Creator badge, IBM Practitioner badge, DEWA Elevator pitch, Sr. Drone Designer Challenge , Forensic Cybersecurity of Dubai Police workshop , NVIDIA Deep Learning Fundamentals, The Birmingham Award