




# Mufeez Amjad

Software Engineering, University of Waterloo

mufeez.me 

mufeez-amjad 

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mufeez.amjad@uwaterloo.ca 

## SKILLS

Languages: Python, Java, C, C++, VHDL, Swift, JavaScript, SQL, Sass, C#

Technologies: React, Node.js, Express, Angular, CoffeeScript, React Native, Flask, GraphQL, Postgres, MongoDB, AWS, Git

## WORK EXPERIENCE

- Software Engineer Intern – Ecommerce** | *KitchenMate* May 2019 – Present
  - Redesigned the creation of printed labels using *S3* & *Lambda*, **halving server boot time and processing data 78% faster**
  - Devised a graph search SQL algorithm to aggregate the cost of ingredients, driving up to a **37% decrease in food costs**
  - Spearheaded a product launch of halal dishes, growing weekly active users by approximately 2%
  - Launched a referral marketing program by implementing data persistence through *LocalStorage*, *Angular*, and *Node.js*
  - Created a daily meal recommendation system using *Onesignal*, **increasing daily orders by 8%**
  - Pioneered the implementation of an OLED display for future iterations of the IoT cooker using Python *luma* and *Pillow*
- Web Developer & Designer** | *Major Political Party* Oct 2017 – Jun 2018
  - Developed a responsive website using *HTML*, *CSS*, and *JavaScript* for events and initiatives for local MP
  - Increased event registration **conversion rate by 40%** through iterating over several designs and running A/B tests
  - Designed graphics and copy for marketing campaigns with a **52% increase in engagement** compared to past posts
- Freelance Graphic/Web Designer** | *MA Designs* Apr 2015 – Jul 2018
  - Converted and **contracted 200+** medium-sized business clients for websites, UI/UX, branding, and product design
  - Generated **\$18,000+ in revenue**, experiencing an average of 65% year on year growth over a span of 3 years
  - Designed and published four approved Snapchat geofilters with a total of over **2 million views**

## PROJECTS

- Bubble Burst** | *Swift, Firebase* Sep 2017 – Dec 2017
  - Scoped and developed an iOS game with accessibility features, gaining 10,000+ ad impressions through Google Admob
  - Amassed over **1,100 downloads**, a **4.9 rating**, and over 40k impressions on the App Store with organic marketing
- Status** | *React Native, Redux, Node.js, Apollo, GraphQL, AWS S3, MongoDB* May 2019 – Present
  - Developed and designed a social media *React Native* app for discovering and facilitating impulsive plans with friends
  - Architected a **subscription-based** GraphQL backend with CRUD operations, real-time messaging, and location sharing

## ACHIEVEMENTS

- Microsoft Insider2Campus 2019 Finalist** Jun 2019  
Placed in the **top 12 of over 500** international contestants that will attend the Microsoft Global Hackathon 2019
- 3rd Place – Waterloo Engineering Competition** Nov 2018  
Placed third for developing a strategic **evolutionary AI** over 100+ generations for the game, Tron Light Cycle
- 2nd Place – ECOO Programming Competition** Apr 2018  
Placed second at the board-wide competition and later, in the **top 20 out of 200+ teams** in Central Ontario (Semi-Finalist)

## EDUCATION

- University of Waterloo – Bachelor's of Software Engineering (B.SE.)** Sep 2018 – Present  
Relevant Coursework: Sequential Programs, Optimization, Data Abstraction, Digital Computers, Programming Principles  
Engineering Ambassador, 5+ Hackathons, StarterHacks Mentor, WATonomous Design Team, Badminton, MSA