

Mohamed Yasir

<https://myasir.me>

LinkedIn: mohamedyasir96

Email : mohamedyasirmm@gmail.com

Phone : 419-269-5724

Charlotte, NC 28262

EDUCATION

- **University of Toledo** Toledo, Ohio
Master of Business Administration in Information Systems; GPA: 3.54 *Jul. 2018 – Dec. 2020*
- **Anna University** Tiruchirappalli, India
Bachelor of Engineering in Electronics and Communication Engineering *Aug. 2014 – Apr. 2018*

EXPERIENCE

- **University of Toledo** Toledo, Ohio
Graduate Student Researcher *Aug. 2020 - May 2021*
 - Authored a paper with the title “Interpreting Neural Population Dynamics Over Time During Neuroplasticity” under the supervision of Dr. Euisung Jung
 - Gathered information from 60+ research papers and identified state-of-the-art technologies and algorithms available to capture and decrypt neural population dynamics
 - Compared neural network architectures, set goals to apply Spiking Neural Network (SNN) and STDP learning to mimic biological neurons for developing advanced BCI
- **The Hospitality Network** Dubai, UAE
Marketing Data Analyst Intern *Apr. 2019 - May 2019*
 - Deciphered marketing metrics by performing Exploratory Data Analysis to visualize campaign effectiveness
 - Created clusters to identify 8,000+ inactive clients likely to require future service, providing insight to marketing and sales teams to increase renewals by 10%
 - Assisted Business Development Manager in developing and managing creative (A/B) test strategy across direct mail, web, and seminar channels
- **PSG Institute of Management** Coimbatore, India
Web Developer *Jul. 2018 - Mar. 2019*
 - Carried out projects using HTML, CSS, JavaScript, Adobe Creative Tools and translated client requirements into 50+ deliverables
 - Maintained design workflow, creative processes, and project management by establishing priorities especially on innovation, quality, and meeting deadlines
 - Delegated tasks to a team of 5 members, coordinated and counseled on all aspects of the projects. Fostered new ideas and different perspectives to achieve fresh outputs

PROJECTS

- **Sales Prediction from Marketing Data:** Prepared a sales prediction report by performing Exploratory Data Analysis in Jupyter Notebook. eliminated less important features using PCA and applied 4+ regression models
- **Employee Assignment Tool:** Developed a forms application using VB.Net along with a team of 4 people to help the census bureau in assigning employees for the census process and in data collection
- **Automatic Public Subsidiary Goods Distribution System:** Engineered a smart dispensing system prototype to replace India’s current subsidiary goods distribution methods, intending to eliminate adulteration and errors caused by the middlemen. Won 1st place in national-level project symposium

SKILLS

- **Programming:** : Python, C++, SQL, Bash, VBA
- **Web:** : HTML, CSS, JavaScript, jQuery
- **Tools & Technologies:** : Jupyter, NumPy, SciPy, Scikit-Learn, Matplotlib, Git, Docker, Visual Studio Code, Spark, MS SQL Server, Tableau, Power BI

EXTRA-CURRICULAR

- **Student Placement Coordinator:** Oversaw variety of job placement and work-based learning activities for fellow students, helped college and recruiters to conduct interviews