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Skills

Technical Skills:

User Research, Inclusive Design, Visual Design, Data Collection, Data Cleaning, Data Manipulation, Exploratory Data Analysis (EDA), Model Building, model Evaluation, Data Visualization, Data Storytelling, Requirements Analysis, Testing, Debugging, Agile, Scrum

Toolkits:

HTML5 (Living Standard), CSS3 (SASS), Bootstrap5, JavaScript, SQL, Git/Hub, AWS Python (Pandas, NumPy, Scikit-Learn, PyTorch, NLTK, Matplotlib, Seaborn), D3.js, Tableau, PowerBI, Adobe Collection VS Code, Sublime Text, Anaconda, Unity Microsoft Office, Prompt Engineering

Competencies:

Problem Solving, Critical thinking, Creative Thinking, Teamwork, Time Management, Adaptability to New Challenges, Social-Intelligence, Leadership, Public Speaking

Certificates

LinkedIn Learning Paths:

- Become a React Developer
- Become a Front-End Web Developer
- Advance Skills as a Python Data Expert
- Recommender Systems with ML&AI
- Become an AWS Cloud Practitioner
- Advance Python Skills for Data Science
- Advance Your Skills in Python
- Become an Interaction Designer
- Become a Digital Marketing Specialist
- Microsoft Project Essential Training

Morteza Mogharra

Education

Master of Computing Science (Multimedia)

University of Alberta, Edmonton, Canada. 2023 – 2025, GPA (4 / 4)

Courses: AI in Multimedia, Image and Video Processing, Virtual Reality and Telepresence, Multimedia Communication, Computer Vision and 3DTV, Graphics and Animations

Bachelor of Computer Engineering (IT)

Azad University (IAU), Tehran, Iran. 2015 – 2019, CGPA (3.4 / 4)

CGPA of last 50 specialized units (4 / 4) - Obtained a term GPA of over 3.5/4 for 5 semesters

Academic Projects

VR Training for Factory Robot Repair

- Developed a Meta-Quest-3 VR application, designed for immersive troubleshooting within a virtual factory populated with robots.
- Implemented advanced features including haptic feedback, clear text instructions, 3D spatial audio, and high-quality assets to elevate the overall UX. Ensured the app's effectiveness by conducting usability tests to validate clarity, simplicity, and efficiency in the interface.

Playland Ticketing System

- Developed an OOP program with Python in which users can choose from 16 different Tickets through a GUI consisting of images, prices, a calculator, and several buttons such as printing the receipt.

Arbitrary Style Transfer

- A comprehensive exploration of widely-known CNN-based Arbitrary Style Transfer models (VGG19 and ResNet34), trained on the ImageNet dataset.

Sentiment Analysis of Amazon Food Comments:

- Utilized various Python libraries and tools, including TextBlob, BERT transformers, and VADER, to extract polarity and subjectivity from a dataset of 500 thousand published reviews.
- Tested Aylien and MonkeyLearn APIs in RapidMiner and AWS Comprehend free tier as no code alternatives.

Text Summarizer:

- Coded an extractive summarizer based on Glove vectors, the TextRank algorithm, and the Cosine similarity approach, using NLTK, Pandas, NumPy, and Tkinter python libraries, in which users can select a text file, put the number of final summarized sentences they want, and print the summarized text.

Presentations

- Web Accessibility
- Software Production challenges
- Novel Data Science case studies

International certificates:

- IELTS Academic: Overall 7.0
(L:7.5 – R:7.5 – S:6.5 – W:6.5)
- GRE General: Overall 305
(Q:160 – V:145 – AWA:3.5)

Volunteer

- Google Map local Guider
- Musician - Event Assistant/Coordinator
(Local Charities and music meetups)

Honors

- Title: The distinguished student among Computer Engineering students. Islamic Azad University of Roudehen. 2016
- Title: 1st place in Synthesizer playing competition. Irani3an keyboard player associations. Sept 2017
- Title: 3rd place in piano playing competition. Tehran counties music competitions July 2014
- Ranked in top %15 of the national university entrance exam. Aug 2015
- 1st place of Swimming competition. District 12, Tehran. Sept 2010
- Title: 1st place in piano playing competition. Roudehen City music competitions Nov 2013
- Title: 1st place in Solo playing and Solo singing competition. Roudehen City music competitions Dec 2014

Hobbies

Piano and Synthesizer, Photography
Travel, Sketching, Podcast Listening,
Web Surfing.

Movie Recommender System

- Implemented filtering and Machine Learning algorithms (Collaborative, SVD, k-NN) on Movie-Lens datasets using Scikit-learn and Surprise Python libraries.
- Evaluated accuracies with RMSE and ARHR metrics.
- Explored Apache Spark, Hadoop, Multi-Modal Dual-GNN, and Cloud services in recommender systems of TikTok, Instagram, YouTube, and Amazon.

Prompt Engineering Use-cases

- FemmeVision: Empowering Beauty Through AI: Explored potential professional applications of Text-to-image models regarding character creation.
- Unleashing Infinite Design Concepts through Generative AI Models: Showcased the immense potential of generative AI models to transform the design landscape, empowering designers and individuals alike to unleash boundless creativity and bring their unique visions to life.

Work Experience

Freelancer Web Developer, Data Analyst

June 2021 - June 2022, Tehran-Iran

- Developed several dynamic/static web products for various domains using coding technologies such as React.js and CMSs such as WordPress and Drupal.
- Analyzed and monitored e-commerce websites and social media platforms using services such as Google Analytics, leading to customer retention boosts.
- Transformed data insights into practical recommendations to enhance the performance of a private agency. Activities encompassed data manipulation, development of predictive models, visualization, and effective communication.

Freelancer Designer

June 2020 - June 2022, Tehran-Iran

- Designed UI / UX packages utilizing Adobe software collection.
- Designed several weekly marketing and social magazines using Adobe InDesign and edited multiple vlogs using Adobe Premier and After Effects.

Sales and Marketing Manager

Part-time, May 2015 - Oct 2022, Mogharab Bag Industries-Tehran-Iran

- Oversee sale operations for our family business in the field of bag industries.
- Undertook market research to create marketing strategies, make budget plans, and understand the trends and customer preferences in order to increase business sales.