

# Rafsan Ahmed

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## PROFESSIONAL SUMMARY

AI Automation Engineer with hands-on experience building scalable systems using OpenAI models, n8n, and API integrations. Discovered the power of AI while developing a React portfolio site using AI tools to overcome technical gaps. Since then, I've focused on creating automations, streamlining workflows, and embedding AI into solving real-world problems - leveraging my foundation in Python and SQL to deliver efficient, secure solutions in fast-paced environments.

## PROJECTS

- AI-Driven & Automation Projects** | *React.js, HTML, CSS, n8n, Docker, REST/JSON, Webhooks* May 2025 - Present
- **Personal AI Assistant Workflow:** Built an n8n-based assistant using a local Llama model for summarizing content, scheduling, and Q&A; integrated webhooks, Google Sheets, and modular nodes to automate responses and task handling
  - **Business Decision AI Simulator:** Developed an n8n automation to simulate business strategy decisions using GPT-4o, classified business units into categories and recommended investment priorities through structured prompt output
  - **Portfolio Website:** Created a personal website with React.js, HTML, and CSS, using GitHub Copilot (Model: Claude Sonnet 3.7) to write and debug code; deployed via Vercel
- Data Automation & Analysis** | *SQL, Excel, Tableau, Pandas, NumPy, Seaborn, Matplotlib* May 2024 - May 2025
- **Cyclistic Ride-Share Analysis:** Cleaned and analyzed 5M+ ride records using SQL and Excel to uncover user behavior and seasonal trends; built an interactive [Tableau](#) dashboard to visualize key metrics
  - **Movie Correlation:** Cleaned and analyzed 5600+ movie data to find correlations between different features such as budget, revenue, and ratings using Python libraries Pandas, NumPy, and Seaborn
  - **Automating Data Collection:** Automated the data collection process of top 20 crypto coins using the CoinGecko API and performed analysis on the retrieved data using Pandas, Seaborn and Matplotlib
  - **Web Scraping:** Developed a web scraper to extract product data from Amazon, including product names, prices, and ratings. Automated data collection processes and exported the data to Excel for further analysis

## EXPERIENCE

- Project Lead** Jan 2023 – Apr 2024  
*Reflect (Early-Stage Startup)* | *Esch Winner* Toronto, ON
- Conducted 20+ qualitative interviews to understand user needs and extract user pain points, translated insights into prioritized features and aligned product development with real market demand
  - Secured \$13K in grant funding by winning both Stage 1 and Stage 2 of the Norman Esch Awards (1 of 11 teams selected from 300 applicants in 2023), validating the venture's market potential and business model
- Research Analyst** May 2023 – Dec 2023  
*ShieldMate (Early-Stage Startup)* Toronto, ON
- Conducted comprehensive market research and competitive analysis for an addressable market of 6.3M people to identify market trends and target customer needs; findings shaped the platform's product roadmap and strategic focus
  - Led UX design and prototyping in Figma, translating research findings into intuitive wireframes and user journeys designed around privacy, ensuring user safety and trust
- Technical Lead** Sep 2022 – Feb 2023  
*HealthMate (Seed-Stage Startup)* Toronto, ON
- Developed a no-code MVP website on Bubble.io to promote the HealthMate platform and brand, establishing a professional digital presence, enabling early stakeholder engagement and securing Esch Stage 1 funding
  - Designed UI/UX components and full website layouts in Figma and Adobe Illustrator to showcase centralized health data and streamline appointment scheduling; prototype testing achieved a 90% user satisfaction rate

## TECHNICAL SKILLS

**AI & Automation:** LLMs (OpenAI, Llama, Gemma), n8n (Webhooks, JSON, APIs), GitHub Copilot, Lovable, Power Automate  
**Programming & Analysis:** SQL (MySQL, PostgreSQL), Python (Pandas, NumPy), JavaScript, HTML, CSS, Excel  
**Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn  
**Developer Tools:** Git, GitHub, VS Code, Cursor, Docker, AWS  
**Design & Productivity:** Figma, Adobe Illustrator, Photoshop, Notion, Asana

## EDUCATION & CERTIFICATIONS

- Google / Coursera** Remote  
*Data Analytics Professional Certificate* Mar 2024 – Sep 2024
- Toronto Metropolitan University** Toronto, ON  
*M.Eng. in Innovation & Entrepreneurship* Sep 2022 – Jun 2024
- Ahsanullah University of Science & Technology** Dhaka, Bangladesh  
*B.Sc. in Industrial & Production Engineering* Apr 2016 – Feb 2021