# Rafsan Ahmed

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## PROFESSIONAL SUMMARY

AI-driven automation enthusiast and data analyst with hands-on experience designing and building workflows using LLMs and n8n with strong foundation in SQL, Python, and data visualization, paired with real-world experience in fast-paced startups. Built custom automations to streamline data tasks and developed a React website from scratch using AI coding tools. Passionate about translating complex problems into scalable solutions, leveraging AI tools, automation, and cross-functional collaboration to streamline delivery and drive business value.

## 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
**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*