MUHAMMAD ROHAN JAVED

Lahore, Pakistan • rohanjaved421@gmail.com • +92 307 465 5996 • LinkedIn • GitHub

EXPERIENCE

AI Automation Engineer, My Brand Genius – Lahore, Pakistan   2024 – Present
- Developed AI automation tools, reducing manual workload by 40% and improving Amazon store performance by 20%.
- Deployed machine learning models for predictive sales analytics, optimizing ad spending efficiency.
- Collaborated cross-functionally to integrate AI-driven e-commerce insights, increasing conversion rates.

DAML Intern, Techlogix – Lahore, Pakistan   Jun/Sept 2023
- Built an AI chatbot using BERT, reducing response time by 30% for customer queries.
- Engineered a loan eligibility prediction model with 85% accuracy using ML techniques.
- Extracted banking trends from financial transaction data to enhance decision-making.

Customer Support Representative, Connectology – Lahore, Pakistan   2021 – 2022
- Handled 100+ customer queries weekly, improving response efficiency by 25%.
- Achieved a 95% customer satisfaction rate by resolving technical issues effectively.

EDUCATION

FAST National University of Computer and Emerging Sciences   **2021 – 2025**
Bachelor's in Data Science
- Relevant Coursework: Machine Learning, NLP, Deep Learning, Cloud Computing, AI, Generative AI, InfoSecurity, Computer Networks, Data Warehousing, Reinforcement Learning

SKILLS

- **Programming Languages:** C, C++, Python, R, SQL, PHP, JavaScript, **Django (Framework)**
- **Machine Learning:** Scikit-learn, TensorFlow, Keras, PyTorch
- **Data Analysis:** SQL Server, Tableau, Matplotlib, Seaborn
- **Big Data:** Apache Spark, Hadoop
- **Cloud Computing:** AWS, Google Cloud, Azure
- **Tools:** Jupyter Notebooks, Git/GitHub, Docker

PROJECTS

My Insights
- Developed an AI-powered tool for generating useful insights and management strategies, specifically designed for My Brand Genius.
- Focused on Amazon Seller Account data, providing actionable recommendations for e-commerce optimization.
- Tools Used: Python, Django, TensorFlow, AWS, Django, PostgreSQL

AI Chatbot
- Developed using OpenAI API, served as an assistant on the company website.
- Tools Used: Python, BERT, TensorFlow

MedCare (Online Hospital)
- Created to facilitate online appointments with video call conferences, ensuring privacy.
- Tools Used: Python, Flask, WebRTC

SHAP Explainable AI
- Researched SHAP values for AI model interpretability using Shapley game theory.
- Tools Used: Python, SHAP Library

Sales Forecasting
- Built a machine learning model to predict sales trends for e-commerce businesses.
- Tools Used: Python, Scikit-learn, Pandas, Matplotlib

IMDb Movie Sentiment Analysis
- Performed sentiment analysis on movie reviews scraped from IMDb using Selenium.
- Tools Used: Python, Selenium, NLTK, Scikit-learn

CERTIFICATIONS

- Intro to Deep Learning (Kaggle)
- Computer Vision (Kaggle)
- Feature Engineering (Kaggle)
- AWS Certified Cloud Practitioner