FATHIMA SAARAAH SINNALEBBE

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EDUCATION

Master of Business Administration (MBA)   **Sep 2024 (Reading)**
London Metropolitan University, England

Bachelor of Science in Computer Science   **Sep 2019 - July 2022**
Heriot-Watt University, Dubai
Distinction

A-Levels & IGCSE   **Sep 2015 - June 2019**
The Westminster School, Dubai
A-Levels 1A* 1A 2B
IGCSE 2A* 3A 2B

PROJECTS

Market research and strategy - Lanka Milk Foods   **May 2025**
MBA - Marketing, Marketing Communications and Operations
- Conducted primary research via surveys and interviews with over 30+ Sri Lankan consumers to understand brand perception, purchase behaviour, and product preferences in the dairy segment.
- Analysed quantitative and qualitative data using Excel to extract insights, identify trends, and segment responses (e.g., urban vs. rural, price sensitivity).
- Developed data-driven recommendations to enhance Lanka Milk Foods' premium milk product positioning against local and global competitors.
- Linked findings to KPIs such as brand awareness and market share growth.
- Created visual reports (charts, tables) and delivered insights in a marketing strategy presentation of technical data to non-technical business stakeholders

SNAP!T   **Jan 2022 - May 2022**
Software Engineering and Professional Development
- Collaborated within a team to develop a social media web application that enabled users to share pictures.
- Followed the full Software Development Life Cycle (SDLC), from requirements gathering to deployment, ensuring structured development and quality assurance at each phase.
- Applied Agile methodology for iterative development and regular feedback loops, enhancing the project's adaptability to user needs.
- Achieved a user engagement rate of 90% through optimized UI/UX design and regular user testing.
- Technologies: HTML, CSS (Bulma), JavaScript (Firebase).

Air Traffic Control System   **Sep 2021**
Software Design
- Designed an Air Traffic Control System using Unified Modelling Language (UML) diagrams.
- Created Use-Case, Sequence, Activity, Class, and State-Machine diagrams to enhance system comprehension.
- Positive feedback received for the system's clear structure and practical functionality.

Online 2D Game   **Sep 2020**
Web Programming
- Worked in a team to build an interactive 2D game using HTML, CSS, and JavaScript.
- Received a user satisfaction rating of 85% during the evaluation, praised for seamless gameplay.
- Technologies: HTML, CSS, JavaScript.

Database Management Systems

- *Designed and implemented a **relational MySQL** database to manage multi-location vehicle rentals, including detailed vehicle, booking, and customer information*
- *Developed a robust schema capturing complex business rules such as fixed daily rental prices, booking discounts for 7+ day rentals, guaranteed exact vehicle allocation, and insurance options*
- *Modelled data relationships for vehicles, rental bases, customers, bookings, drivers, and vehicle servicing, including MOT schedules to ensure real-time availability tracking*
- Crafted complex **SQL** queries to enable efficient searching by vehicle attributes (seats, engine size, transmission type, price, location) and to enforce booking constraints
- Produced detailed documentation explaining data structures and operational workflows, supporting communication with technical and non-technical stakeholders
- Demonstrated strong **attention to detail** in modelling business rules such as booking discounts, vehicle availability during servicing, and driver eligibility
- Applied **analytical thinking** to design SQL queries that ensure data consistency, accurate booking constraints, and efficient vehicle search based on multiple criteria

TECHNICAL SKILLS

Tools & Frameworks
- Git, Github, Firebase, UML Diagrams, Agile Methodologies, Python, MySQL

Data Concepts
- Relational & dimensional data models

Software Development Lifecycle (SDLC)
- Object-Oriented Programming, Design Patterns, Agile & Scrum

Web Technologies
- HTML, CSS (Bulma), JavaScript (Firebase), REST APIs

Statistics
- Hypothesis testing, descriptive & inferential statistics

Microsoft
- MS Word
- MS Excel
- MS Powerpoint