

HEENA KOUSAR

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EDUCATION

Master of Science in Computer Science

MAY 2025

University of Southern California (USC), Los Angeles, California, USA

Courses: Analysis of Algorithms, Database Systems, Game Development, Web Technologies, Information Retrieval and Innovation for Defense Applications.

Bachelor of Technology in Computer Science and Engineering

JUNE 2022

Vignan's Foundation for Science, Technology and Research, Andhra Pradesh, India | GPA - 9.12/10

Courses : Image Processing, Artificial Intelligence, Pattern Recognition, Web Technologies, Operating Systems, OOPS through Java, Computer Networks, Data Mining Techniques, Probability and Statistics.

SKILLS

- **Language Skills:** C, Java, C++, Python, SQL, JavaScript.
- **Database:** MySQL, PostgreSQL, MongoDB, SQL Server, Oracle.
- **Technologies:** Node JS, HTML5, CSS3, Express, React JS, Spring Boot, Bootstrap and Angular JS.
- **Others:** Git, AWS Cloud, Postman, JUnit, Spring JDBC, Spring ORM, RESTful APIs, Problem-Solving, Strong Communication, UX Research, Business Modeling, System Design, Agile Development and Linux.
- **Certifications:** Cyber Security and UX Design by Google, C Programming by NPTEL (A Platform organized and run by the Government of India), Business English Certificate (BEC) by Cambridge and AWS Cloud Practitioner.
- **Technical Skills:** MS Office (Word, Excel and Powerpoint).

PROFESSIONAL EXPERIENCE

University of Southern California

AI Researcher| 3D Saree Customization|

JULY 2025 – PRESENT

- Conducting research on AI-powered 3D saree customization platform integrating artificial intelligence and augmented reality technologies.
- Developing machine learning models for pattern recognition and fabric texture simulation to enable real-time customization.
- Implementing AR visualization features for virtual try-on experiences, enhancing user engagement and personalization

Co-Founder, Mafia AI | Independent Project | <https://mafia-mystery.replit.app/> OCTOBER 2025 - PRESENT

- Co-founded and launched a cinematic mystery game blending AI and storytelling across 4 worlds (Diwali, Wedding, Hogwarts, Cruise); led full-stack development with React.js and Node.js, designed UX and branding, and expanded to global users. Currently building the AI-powered online version.

University of Southern California

Beauty Product Recommendation Engine

JANUARY 2025 - MAY 2025

- Led end-to-end development of AI-powered beauty product recommendation system, conducting market research and user behavior analysis to define product requirements and core features for millions of online shoppers.
- Delivered 20% increase in user engagement and 15% improvement in recommendation relevance through data-driven product iterations and A/B testing methodologies across multiple user cohorts.
- Integrated OpenAI's GPT models with FAISS vector indexing to optimize search performance, reducing system latency by 40% while maintaining recommendation accuracy

Web Developer Intern, Kintsugi Global (Los Angeles, USA)

MAY 2024 - JULY 2024

- Demonstrated strong skills in HTML5, CSS and React.js creating well-structured and visually appealing web pages while ensuring cross-browser compatibility.
- Designed and developed three key pages for an anime manga reader website: manga detail, manga shelf, and manga reader.
- These pages were optimized for various devices and screen sizes, providing a responsive and user-friendly experience incorporating smooth page navigation and zoom functionalities to enhance the reading experience for users.

PROJECTS

Unites States Army On-boarding and System Access Optimization

JANUARY 2025 - MAY 2025

- **Business Problem:** Conducted user research identifying critical pain points in Army's fragmented on boarding systems affecting operational efficiency.
- **Strategic Solution:** Developed comprehensive business model canvas and go-to-market strategy for centralized digital platform.
- **Product Delivery:** Created web-based prototype integrating multiple databases with secure authentication meeting military compliance requirements.
- **Stakeholder Management:** Presented findings and recommendations to military leadership and technical teams.