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, Postgre SQL, Mongo DB, 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, and 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.