Saiz Prasla

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RELEVENT EXPERIENCE

CivicConnect   **Sep 2022 - Dec 2022**
Web Developer Intern   *Beamsville, ON*
- Contributed to government-facing applications, helping drive digital transformation and improve user-facing solutions.
- Developed user interfaces using modern JavaScript frameworks, HTML5, CSS3, and jQuery, enhancing usability and functionality by 10%.
- Partnered cross-functionally with UX/UI designers to align technical execution with design strategy, supporting iterative product development.
- Scaled cloud infrastructure using AWS and Google Cloud to meet dynamic project demands, ensuring robust support for client-focused digital solutions.

Wireless+(1723697 Ontario Inc)   **May 2022 - Present**
Web Developer   *Toronto, ON*
- Translated business needs into effective digital interfaces by coordinating web creative production and supporting customer-centric e-commerce initiatives.
- Applied problem-solving skills and executed A/B testing to optimize code, resulting in a 15% increase in traffic and a 10% improvement in load times.
- Conducted QA testing to ensure consistent quality across product launches, maintaining adherence to digital merchandising and web usability best practices.
- Collaborated closely with stakeholders across marketing, design, and operations to integrate cross-functional feedback, enhancing online retail performance and meeting key project milestones.

The Source   **Oct 2022 - Jan 2023**
Sales and Brand Experience Associate   *Toronto, ON*
- Exceeded monthly sales targets by 20% through solution-driven client interactions and consultative selling.
- Negotiated bundled service packages to address customer needs and drive contract retention.
- Handled operational and service workflows, managing returns and purchases efficiently using Microsoft Word and Excel to improve customer satisfaction.
- Analyzed CRM and Excel-based sales data to uncover product trends and support performance strategy showcasing initiative and data-driven thinking

PROJECTS

Email & Social Media Marketing
- Responding to comments on social media under a post keeping the brand voice and customer appreciation in mind
  📄 Activity Template: Respond to customer comments
- Creating an apology email for the wrong information and link provided to customers in the original email
  📄 Activity Template: Apology email
- A welcome email, promotional email, and newsletter for customers
  📄 Activity Template: Email series
- Retention email for customers interested in a new app for the fitness club
  📄 Activity Template: Retention email

Electronic Bookshop
- An online bookshop where user can purchase the book they want according to the authors selected
- Many functions incorporated such as being able to add and remove books, go back to menu etc
- Used Eclipse IDE, and developed this project using Java Servlets and MySQL database(which stored the data of the books & authors)
- *Link:* https://github.com/sezp2001/EBookShop.git

3D Rendered Models Online E-Commerce Store
- An online store where customers can purchase 3D models for use in animation, virtual simulation, game development etc.
- Used Next.js framework for developing this project, and deployed the project on vercel
- Primarily worked on updating user profile, user registration page, and product filtering. Also developed the backbone and early parts of cart and checkout functionality
- *Link*: https://github.com/shuaiby18/eecs4413-final-project.git *Website Link*: https://eecs4413-final-project.vercel.app/

EDUCATION

York University   **Sep 2019 - Oct 2024**
BSc., Computer Science   *Vaughan, Ontario*

CERTIFICATIONS

Coursera Google Digital Marketing & E-Commerce   **April 2025 - July 2025**

SKILLS & CREATIVE TOOLS

Programming & Development: Java, HTML, CSS, JavaScript, Android Studio, C Code, Next.js, jQuery, React.js, Assembly
Design & Creative: AutoCAD, SketchUp, Photoshop, Figma
Productivity Tools: Microsoft Word, Microsoft Excel, Microsoft Powerpoint, SQL (MySQL, WorkBench), Tableau, Python
Digital Marketing & Analysis: Storytelling, Copywriting, Brand Thinking, SEM, SEO, Social Media Marketing, Email Marketing, Display Ad Marketing, A/B Testing, MailChimp, Email Segmentation, Google Analytics, Data Analysis
E-Commerce & Web Tools: E-Commerce experience, Salesforce Demandware, Web design knowledge, Adobe Analytics, Cross-functional collaboration

PORTFOLIO

Website Link: https://saizportfoliomain.netlify.app/