

Shadi El-Fares

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SKILLS

Languages: Java, Python, JavaScript / TypeScript, C#, C++, MATLAB, Dart, HTML/CSS

Frameworks: Vite, Node.js, jQuery, Flask, WordPress, Flutter, Bootstrap, FastAPI, ROS2

Tools: Git, GitHub Actions, Firebase, AWS, Figma, Jupyter Notebooks, Stripe API, OpenAI API, WSLG

EXPERIENCE

Talk2Me Canada

Oct 2023 – Current

Founder

Hamilton, Ontario

- Founded and managed Talk2Me, overseeing project development from concept to completion in one month.
- Increased daily user engagement by 15% through optimization of the app design based on Firebase Analytics.
- Talk2Me achieved a 30% revenue growth in the first quarter, reflecting market viability and strong user acceptance.

McMaster University (ECCS)

Sep 2023 – April 2023

Engineering Faculty Co-op Ambassador

Hamilton, Ontario

- Secured high-profile industry speakers from Tesla, Interac, and IBM that drew 25% more attendees compared to previous sessions through various outreach programs.
- Achieved a 50% increase in student engagement through outreach strategies, reaching over 70% of the engineering student body via posters, marketing campaigns, and giveaways.

Self-Employed

Dec 2021 – Aug 2023

Full-Stack Engineer

Hamilton, Ontario

- Developed and hosted web-apps for clients using various frameworks and programming technologies including Flask, Python, JavaScript, HTML, CSS, Dart, and Flutter.
- Set up email campaigns using platforms such as Active Campaign, Mailchimp, and ConvertKit.
- Through cold-calling and referrals the company's quarterly revenue reached that of +\$24 000.

PROJECTS

🔗 Talk2Me Canada

- Implemented Stripe API and custom Firebase functions for user transactions, with a 20% revenue share per order.
- Designed Talk2Me's entire platform UI/UX interface with Figma resulting in a retention range of 33% - 45%.
- Implemented custom authentication mechanisms, incorporating human verification, Apple Sign In, Google Sign In.

🔗 Data Sorting Visualizer

- Scripted an interactive data sorting visualizer using HTML, CSS, and JavaScript, offering users a hands-on experience to comprehend sorting algorithms like Heap Sort and Merge Sort in real-time.

ACTIVITIES AND LEADERSHIP

McMaster Mars Rover Team

Sep 2023 – Current

Software-Subteam Member

Hamilton, Ontario

- Utilized Gazebo physics simulator and ROS2, allowing for a realistic emulation of the rover's physical attributes and environmental challenges.
- Leveraged advanced concepts in Python and C++ to implement intricate simulation algorithms, ensuring accurate representation of rover movements, sensor interactions, and terrain navigation within the simulation.

EDUCATION

McMaster University

Expected Graduation, April 2027

B.Eng. (Bachelor of Engineering)

Hamilton, Ontario

- **Level II Concentrations:** Software Engineering
- **GPA:** 3.82/4.00, Dean's Honor List