

# Muneeb Shah

✉ shahm58@mcmaster.ca    ☎ 647 885 3831    🌐 muneeb.xyz    in muneeb-shah    📄 shahm58

## Education

### McMaster University

Bachelor of Engineering, Computer Engineering (Co-op), Year 5

2020 – 2026 (Expected)

## Experience

### Workspport / Terravis Energy

#### Product Manager

Richmond Hill, ON

October 2024 – Present

- Managed the **COR power station project handoff** with comprehensive technical documentation and functional specifications and **provided ongoing support** to ensure a seamless transition and successful integration.
- Directed the development** of serial communication protocols for heat pump hardware, enabling advanced remote control of temperature, valve functions, and airflow settings.
- Refined B2B sales strategies** by enhancing outreach initiatives, identifying growth opportunities, and implementing solutions that **boosted client engagement by 20% since Q3**.

#### R&D Project Manager (Intern)

September 2024 – October 2024

- Researched and modified PCB designs, incorporated lower-cost components like inductors, capacitors, and MOSFETs, and achieved a **43% reduction in per-unit costs**.
- Led the design and development** of a universal device, enabling compatibility across 100+ energy solutions in the market, enhancing product flexibility and integration.

### Crunch Fitness Canada

#### Fitness Consultant

Mississauga, ON

Dec 2024 – Present

- Increased personal training conversions by 15%** within one month through strategic consultations, identifying client needs, and presenting tailored fitness solutions.
- Built **strong client relationships** by conducting in-depth fitness assessments, addressing concerns, and aligning them with the most suitable personal trainers.
- Managed scheduling and ensured seamless communication between clients and trainers, creating **long-term engagement** and satisfaction.

#### Sales Lead

April 2024 – Dec 2024

- Drove **significant revenue growth** by focusing on premium membership conversions, utilized targeted sales strategies, to consistently exceed personal and team sales goals.
- Mentored** new and existing sales associates to enhance their **upselling techniques and strategies**, which led to a **65% increase** in the sales of premium memberships within one month.

## Projects

### FPGA Based Image Decompressor

2023

- Developed an **image decompression algorithm**, which enabled direct lossless decoding of compressed bitstreams using fixed-point arithmetic for enhanced efficiency and reduced logic **resource utilization**.
- Implemented a **Finite Impulse Response** filter for **upsampling**, achieving precise reconstruction of chrominance components with minimal data loss, thereby maintaining image quality post-compression.
- Optimized **color space conversion** processes, successfully integrating a **resource-efficient** methodology that minimized hardware demands while maintaining high throughput, demonstrating significant improvements in processing efficiency.

### Pacemaker User Interface

2022

- Configured four primary pacemaker modes using **Stateflow diagrams** in Simulink to automate cardiac pacing based on programmable parameters, ensuring accurate replication of real-world cardiac demands.
- Engineered a **user-friendly GUI** using Python and PyQt, enabling the simulation and interaction with various pacemaker modes, supporting up to 10 users with capabilities to manage and **store essential pacing parameters securely**.

## Technologies

**Languages:** Python, Verilog, C, C++, HTML, CSS, JavaScript, MATLAB

**Technologies:** React, Salesforce, NetSuite, Azure, Git, SQL, TKinter, Bootstrap, Photoshop, Quartus