

# Sheamol Obeda

## University of Cambridge, Masters in Engineering

me@sheamol.com | 0795 210 2116 | linkedin.com/in/sheamol/

---

### EDUCATION

#### King's College, University Of Cambridge

October 2018 – June 2022

*MEng – Class II.1* Information and Control Engineering

*BA Hons – Class I* Aeronautical and Aerospace Engineering

Papers include: Business Economics, Strategic Management, Environmental Sustainability within Business, Business Innovation in a Digital Age, International Business, Machine Learning, Deep Learning and Structured Data, Computer Vision

---

### WORK EXPERIENCE

#### BidFX

5<sup>th</sup> Floor, York House, Kingsway, London

*Graduate Technologist*

October 2022 – Current

- Engaged in rotations spanning integration, infrastructure, and development operations
- Contributed to the transition of the business model towards embracing continuous integration and continuous delivery methodologies
- Facilitated technical communication with liquidity providers such as NatWest and Santander, orchestrating the establishment of cross-connects tailored for client utilization
- Collaborated seamlessly with colleagues across diverse teams, pooling expertise to troubleshoot challenges including CPU overheating concerns and the streamlined deployment of servers

#### Untitled Video Game Start-up

*Co-founder, Developer, Business Development Lead*

March 2023 – Current

- Established a startup within the video game industry, focusing on the entire lifecycle from inception to production release
- Orchestrated and supervised all aspects of marketing, crowdfunding initiatives, and business expansion to drive the project's success

#### King's College Summer Research Programme

King's College, Cambridge

*Cambridge Computer Lab – Student Researcher*

June 2021 – September 2021

- Devised a solution for identifying animal diseases through the analysis of sheep gait, employing computer vision and machine learning techniques across more than 200 data points
- Employed convolutional neural networks to train the system on a substantial 100-hour dataset, significantly curtailing human processing time and potential errors
- Concluded the project by presenting a finalized computer program adept at detecting sheep footrot via video gait analysis, showcasing the achievement to an academic panel during an end-of-project conference, followed by a Q&A session

#### The MTC

Ansty Park, Coventry

*Design for Additive Manufacturing Team – Summer Intern*

July 2019 – September 2019

- Devised an innovative solution incorporating topology optimization to curtail waste by an impressive 23% and enhance operational efficiency within additive manufacturing processes
- Spearheaded the establishment of comprehensive guidelines for leveraging Solidworks and NX toolboxes, dedicated to resolving issues surrounding tolerancing and geometric dimensioning, which was instrumental in mitigating errors within the manufacturing workflow

#### Sheamol Obeda Photographic Services

Cambridge

*Owner and Photographer - Portfolio on [Sheamol.com](https://sheamol.com)*

September 2018 – June 2022

- Established a thriving photography enterprise catering to a diverse clientele of more than 50, spanning event coverage, social media content, fashion shoots, and portrait sessions
  - Strategically marketed the range of services to an extensive audience, harnessing the power of social media and online platforms to engage with over 10,000 individuals
  - Amplified outreach by crafting a compelling digital identity, exemplified by the creation of an interactive website, providing potential clients with a platform to explore and engage with offerings
- 

### PROJECTS

#### Natural Language Processing of Student Social Media Page

December 2021

- Monitored shifts in student sentiment through the examination of more than 200,000 Facebook posts sourced from an anonymous student confessions page
- Presented the compiled dataset to a substantial audience of 100,000 followers, employing natural language processing tools alongside data visualization libraries like pandas and matplotlib, which effectively augmented engagement and served as a comprehensive end-of-year review post

#### Hack Cambridge

January 2020

- Collaborated with three fellow students to create a prototype data management system, aimed at establishing a centralized database for all NHS resources with the objective to enhance data sharing among practitioners, contributing to improved efficiency
  - Created a data extraction computer program by combining Python and C++ with Microsoft Azure's optical character recognition to extract words of a written page to be directly uploaded to a
  - Represented the project to a panel of judges by pitching product and business strategy through the means of creating a pitch deck
-

## SKILLS

### ENTREPRENEURSHIP AND CHARITABLE INITIATIVES

#### King's Entrepreneurship Lab

September 2021 – June 2022

- Created business idea and developed said idea using resources provided throughout a week long conference
- Seminars included topics on start up funding, intellectual property law, and growing ideas into businesses
- Attended external speaker events from Herman House and Warren East

#### The Cambridge Period Project

September 2021 – June 2022

- Leading a charity with focus on providing period products to the Cambridge community
- Managed the marketing and development team, use social media (Facebook, Twitter, Instagram)

#### College Alumni Fundraising Campaign

December 2020

- Partook in over 50 conversations with college alumni over the phone to achieve highest number of calls over three consecutive weekends
- Secured over £20,000 of donations in total for use by the college for student amenities

## LEADERSHIP

#### Cambridge Cardboard Boat Race

*Treasurer*

April 2022 – June 2022

- Directed and marshalled the annual Cambridge Cardboard Boat Race with more than five thousand spectators
- Procured £1000 of funding from sponsors used for waste management and equipment

#### Cambridge Students' Union

*Campaign Manager for Zaynab Ahmed*

March 2021, March 2022

- Led the winning team for two consecutive years: President 2022 and Access, Education and Participation Officer 2021
- Created and executed a campaign plan which included strategies for social media, flyering, hustings and speeches

#### Cambridge University TaeKwonDo

*President*

April 2021 – April 2022

- 

#### King's College Student Union

*Sports, Societies and Freshers Officer*

March 2019 – March 2020

- Spearheaded organisation and delivery of freshers week 2019 for over 130 students
- Overlooked daily running, budget and engagement of over 50 student societies and sports

## SOCIAL MEDIA MANAGEMENT

#### Admin of anonymous student submissions page

March 2021 – June 2022

- Daily oversight of a Facebook page with over 21 thousand followers
- Actively generated content to increase engagement by over 20%
- Moderation of submissions, posts and comments to foster a student community

## OTHER ACTIVITIES

President of King's College Darkroom and King's College Cardboard Boat Club, Social Secretary for Cambridge University Ceilidh Band, Webmaster for *The Cambridge Period Project* and *Cambridge University BanglaSoc*, Reviewer of theatre productions for the *Varsity newspaper*, Crew member at 50 Years of Women at King's Festival, Cook and Team Lead at Cambridge Community Kitchen

## LANGUAGE AND IT SKILLS

**Languages:** English (Fluent), Bengali (Mother Tongue), BSL (Beginner), German (Beginner), Mandarin (Beginner),

**Programming and Markup:** Python, Java, C, C++, SQL, MATLAB, git, Raspbian, CSS, HTML, Linux, cmd, L<sup>A</sup>T<sub>E</sub>X

## INTERESTS

**TaeKwonDo:** Black Stripe, British University Championships in Nottingham 2022, Varsity Squad for the University of Cambridge in 2022, 2020 and 2019

**Other Sports:** Surfing (Anglesey, Peniche, Newquay), Snowboarding (Val Thorens 2021), Rowing (Second Men's Boat, King's College 2019 and Northampton Time Trials, Bishop Vesey's 2017), Running (Cambridge Half Marathon, April 2022)

**Darkroom and Digital Photography:** Darkroom photography experience since 2011, exhibits in King's College and Birmingham Art Gallery, portfolio on Sheamol.com

**Improvised and Stand-up Comedy:** Stand up shows with the Cambridge Footlights in Cambridge and the Edinburgh Fringe, solo show in Val Thorens, improvised comedy shows with the Cambridge Impronauts in Cambridge, improvised musical shows with the Showstoppers in London

**Folk Musician:** Bodhran and Fiddleplayer, gigs in Cambridge, Oxford, Birmingham, Yorkshire, Devon, Calais and Cornwall

**Life Modelling:** Modelling for professional artists (Frontier Games) and student events (Architecture Society, Fitzwilliam Museum After Dark)