

# TAHMEED NASER

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## SUMMARY OF QUALIFICATIONS

**Languages/Frameworks:** Python, JavaScript, HTML/CSS, React, Java, VBA

**Tools:** Figma, Microsoft Office, Hubspot, Notion, Jira, Confluence, WordPress, WebFlow, Marvel

**Developer Tools:** Git, GitHub, Firebase, VS Code

## EXPERIENCE

### Product and UI/UX Designer

July 2021 – Sept. 2022

*Mitra Biotechnologies*

Waterloo, ON

- Contributed to the design process by using Figma and flow charts for **prototyping and mapping user flow**
- Collaborated with cross-functional teams in a startup environment to ensure design quality and consistency
- Achieved an increase in all platform traffic by **85%** through extensive user research and SEO

### Project Growth Lead

Aug. 2021 – Aug. 2022

*Target Alpha*

Toronto, ON

- Established an effective growth model using social media, scheduling applications, and marketing principles
- Communicated with **750+ community members** through user interviews to receive event feedback
- Delegated tasks and lead all marketing efforts resulting in **nationwide expansion** of financial literacy

### Co-Founder and Project Manager

Aug. 2020 – Aug. 2021

*XHacks Hackathon*

Mississauga, ON

- Created the second largest Hackathon in Canada with over **900+ participants**
- Constructed detailed **project timeline**, roadmap, and checkpoints through weekly meetings with the use of Jira
- Gained 10+ sponsorships from companies such as HyperX, Qoom, and Symbl.ai through pitch presentations
- Achieved average participant satisfaction of **90%** through user experience prioritization

### AI Research Assistant

Mar. 2019 – Dec. 2020

*University of Toronto*

Toronto, ON

- Developed **machine learning models** using the software COBWEB, under Dr. Brad Bass
- Analyzed climate change impacts through **regression** and isolation testing
- Collected **data analytics** from models to provide resources for an academic journal

## PROJECTS

### Pigeon | Swift UI, Figma, Google Maps API

- Developed a ride-sharing mobile application for over a year that was presented at the **Tech Under Twenty Cup**
- Outlined various **consumer profiles** to better address customer challenges and needs
- Became finalists out of **80+ participants** and presented a minimum value product to industry professionals

### Destiny | Figma, HTML, CSS, JavaScript, VS Code, GitHub

- Developed a web application to help connect athletes to sports agencies
- Created **10+** wireframes and high-fidelity prototypes using Figma
- Implemented **UI/UX design principles** such as identifying the end user and A/B testing

### UWAF | Confluence, Figma, Jira, Unity, GitLab

- Part of the University of Waterloo Alternative Fuels Team, which converts gas-powered vehicles to electric vehicles
- Conducted user interface research and **bug testing** for Cadillac Lyriq infotainment system screen
- Research findings increased efficiency by **50%** and to be used in the final vehicle at the **2023 EcoCar EV Challenge**

## ACHIEVEMENTS

**Awards:** TU20 Cup Finalist, **Top 10** Overall and Oral DECA Performace, Avogadro Chemistry Contest **Top 10** %

## EDUCATION

### University of Waterloo

*Bachelor of Applied Science, Management Engineering*

Waterloo, ON

Sept. 2022 – Present