

# TAHMEED NASER

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## SUMMARY OF QUALIFICATIONS

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**Languages:** Java, Python, JavaScript, HTML/CSS, VBA (Visual Basic for Applications)

**Tools:** Jira, Figma, Microsoft Office, Hubspot, Notion, Confluence

**Developer Tools:** Git, GitHub, Firebase, Visual Studio Code

## EXPERIENCE

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### Chief Marketing Officer

August 2021 – August 2022

*Target Alpha*

Toronto, ON

- Part of a **national organization** that manages financial literacy interests of students throughout Canada
- Used social media scheduling applications to create a calendar of social media posts
- Communicated with **750+ community members** regarding their questions and concerns
- Effectively delegated tasks, attended weekly meetings, and **lead all marketing efforts**

### Marketer and UI/UX Designer

July 2021 – April 2022

*Mitra Biotechnologies*

Waterloo, ON

- Created and edited **30+** Instagram and Facebook posts for social media to increase market presence
- Contributed to the design process of the website through **prototyping and brainstorming**
- Increased all platform traffic by **85%** through use of innovative design techniques and SEO

### Organizer and Co-Founder

August 2020 – August 2021

*XHacks Hackathon*

Mississauga, ON

- Created the second largest Hackathon in Canada with over **900+ participants**
- Networked and received sponsorships from companies such as HyperX, Qoom, Symbl.ai and more
- Created business templates, social media posts, and webpages that **1000+** people viewed

### AI Research Assistant

March 2019 – December 2020

*University of Toronto*

Toronto, ON

- Under Prof. Brad Bass, created **machine learning models** using the software COBWEB
- Models examined the climate impacts of greenhouse gases, logging, and oxygen consumption
- Collected data analytics from models to help support an extensive research paper

## PROJECTS

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### Pigeon | Swift UI, Figma, PowerPoint

- Developed a ride-sharing mobile application that was presented at the **TU20 (Tech Under Twenty) Cup**
- Worked alongside a team for over a year to create a minimum viable product from start to finish
- Became finalists out of **80 participants** and presented to industry professionals

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

- Developed a web application to help connect athletes to sports agents
- Created wireframes and prototypes using Figma
- Implemented **UI/UX design principles** to map userflow

### UWAF | Confluence, Figma, Jira

- Part of the University of Waterloo Alternative Fuels Team
- Conducted User Interface research for Cadillac Lirik infotainment system screen
- Research Findings to be used in the vehicle to be presented at **2023 EcoCar EV Challenge**

## ACHIEVEMENTS

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

## EDUCATION

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### University of Waterloo

Waterloo, ON

Candidate for Bachelor of Applied Science in Management Engineering

September 2022 – May 2027