

TAIBA ZAHRA

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EDUCATION

St. Joseph's University, Bengaluru, KA

Bachelor's of Computer Applications (BCA) | August 2022 - July 2025

- SGPA: 8.28, Percentage: 79.17% (Year 3)
- Excelled in 7 inter-college events, securing 3rd place in TURAS (Cultural Event) at St Joseph's College of Commerce

Sardar Dastur Hormazdiar Junior College, Pune, MH

HSC | May 2020 - April 2022

- Percentage: 76.50%, Grade: A

Girls' High School and College, Prayagraj, UP

ICSE | May 2018 - April 2020

- Percentage: 75%, Grade: A
- Gold Medal in Throws (Shot put)

PROFESSIONAL EXPERIENCE

MORPH DIGITAL SOLUTION PRIVATE LIMITED (On Site)

Junior Project Manager | November 2024 - January 2025

- Developed 12+ innovative design solutions for 5 film projects, 3 web platforms, and 4 mobile applications, increasing brand engagement by 40% across digital channels
- Collaborated with 3 Creative Directors to refine and implement design concepts, achieving 95% compliance with brand guidelines and reducing design revision cycles by 25%
- Partnered with Project Managers to transform 20+ complex client requirements into actionable creative design solutions, maintaining 100% on-time project delivery

TBOT TECHNO SYSTEMS PRIVATE LIMITED (On Site)

Marketing Research Intern | August 2023 - October 2023

- Created a comprehensive social media marketing strategy that increased overall engagement by 30% and boosted follower growth by 2,000 in three months

- Produced engaging LinkedIn videos and content, resulting in a 20% increase in company profile engagement
- Produced a report detailing four emerging consumer preferences gleaned from rigorous competitor analyses; these observations equipped executive teams with vital information necessary for enhancing upcoming campaign initiatives.

WINSPLE (Remote)

Graphic Designing Intern | January 2023 - May 2023

- Created 50+ captivating thumbnails for video content, increasing click-through rates by 15%
- Developed a feedback loop with the sales team, ensuring 100% of design materials met client expectations
- Analyzed competitor thumbnails and identified key design trends, presenting findings as a reference guide for the design team

ACTIVITIES AND SKILLS

- Community Volunteer at RobinHood Army: Spearheaded 10 food distribution drives, serving meals to 500+ underprivileged individuals
- NSS University Representative: Led a team of 20 volunteers in 5 community service projects, impacting 1000+ lives
- Completed "Foundations of User Experience (UX) Design" by Google Online
- Participated in inter-college debate competitions, developing strong communication

PROJECTS

1- Mindful Chatbot: <https://github.com/taibazahra/my-mindful-robot>

Your Companion for Calm and Clarity Mindful chatbot is designed to bring moments of peace and reflection into your daily life. Whether you're looking for guided meditation, thoughtful reflections, or a simple space to express your thoughts, this AI-powered assistant helps cultivate mindfulness with gentle prompts and meaningful conversations. With a compassionate and non-judgmental approach, the chatbot supports emotional well-being, stress reduction, and self-awareness. It offers breathing exercises, gratitude reminders, and personalized affirmations to help you stay grounded.

2 - Ai Powered Academic Portal:

https://github.com/Sunidhi-incline/ai_powered_student_portal/tree/main/backend -

The AI-Powered Academic Portal is a cutting-edge educational platform that uses advanced AI technologies to enhance learning and assessment experiences. Utilizing modern web technologies like React, CSS, and MongoDB, the portal provides a seamless user experience and efficient data management. Students can select subjects and topics, and the Gemini API generates customized questions based on their learning preferences. The AI-powered grading

system evaluates student responses in real-time, providing instant feedback and personalized suggestions. This eliminates the need for manual grading, ensuring efficiency, fairness, and accuracy.

SKILLS

- Technical: Canva, Digital Marketing, Python, Project Management
- Soft Skills: Marketing, Negotiation, Communication, Virtual Assistance
- Design Tools: Adobe Premiere Pro, Basic UX Design Principles
- Certifications: Google UX Design Foundations
- Coding: Java, Html, Css, Python, Javascript, Sql, Power Bi, React, Ai Integration