

# Vivek Jariwala

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## EDUCATION

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### Western University

*Bachelor of Engineering Science, Software Engineering (BESc)*

**London, Ontario**

September 2021 – April 2025

- Advanced Entry Opportunity (AEO) to the Ivey Business School
- Technical Skills: Java, Python, JavaScript, HTML, CSS, NodeJS, Git, SDLC, PostgreSQL, Agile, MS Office

## WORK EXPERIENCE

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### Buckmaster Institute Inc.

*Junior Software Developer*

**Vancouver, BC**

May 2022 – August 2022

- Constructed scalable **Python** image recognition programs for musical scores using the **OpenCV** and **Scikit-learn** libraries that increased image recognition accuracy by 86% compared to previous iterations.
- Developed **Python** scripts to detect musical notes and generated over 25,000 data points utilized to verify accuracy of other image recognition methods.
- Published over 15 company database entries that outlined results of image recognition programs and the test cases utilized to resolve bugs within Python scripts that helped increase efficiency by 60%.
- Created weekly instructional videos for the employer's YouTube channel covering various topics related to software development, such as data structures, machine learning, and data science, that increased average viewership by 72%.

### Mornings With Matt

*Business Development Intern*

**Toronto, Ontario**

May 2022 – August 2022

- Launched, distributed, and developed the weekly company podcast that reached over 400 viewers and increased engagement on all social media platforms by 40%.
- Drafted monthly holistic reports showcasing qualitative and quantitative information on podcast viewership, audience engagement, and areas for improvement.
- Directed company rebranding by identifying more relevant opportunities within career consultancy based on researching industry trends and analyzing clientele data.
- Outlined a new promotional strategy to align with the company's rebranding and redesigned the assets used across the company's various social media services.

### Itinza

*Marketing Intern*

**Vancouver, BC**

September 2021 – February 2022

- Adapted to a fast-paced environment to provide 4,500 followers with daily posts, which featured small content creators and provided information regarding niche travel destinations.

### POG Networks

*Co-Founder*

**Toronto, ON**

September 2020 – January 2021

- Developed an operative minimum viable product to bridge the gap within Twitch streamers in hopes to foster an inclusive and collaborative environment; led to an average increase in audience size by 30%.
- Over a period of 4 weeks, became profitable through hosting recurring events that had a retention rate of 80% and by establishing a social media presence to network with potential users.
- Awarded Startup Closest to Product Market Fit by the BETA Camp Incubator.

- Produced graphic design work for more than 50 international clients in the form of custom logos, apparel, and album artwork; received an average customer satisfaction rating of 4.8/5.0.
- Grew Instagram page to 2,300 followers within 2 months by creating regular content, implementing promotional strategies, collaborating with graphic designers, and forming long-term partnerships with brands.
- Spearheaded an initiative to create an apparel collection through designing 12 unique streetwear designs.
- Conducted a task analysis to maximize profitability, and thus shifted to third-party suppliers for the subsidiary apparel brand; reduced distribution costs by 44%.

## PROJECTS

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### What's Next

September 2022-Present

*RBC Design Thinking Program*

- Selected as a member of a 28-person cohort out of over 100 students to attend weekly workshops on design thinking, ideation, and prototyping.
- Prototyped an app in **Figma** that would increase the visibility of small businesses to the general public, in accordance with Ontario's downtown revitalization program and United Nations Sustainable Goal #11.

### The Watercooler

November 2022

*Hack Western 9*

- Developed a **full stack application** with a team of three individuals that connects employees in remote workforces with one another based on their interests.
- Constructed the front end of the application using **HTML**, **Bootstrap**, and **JavaScript** that would receive input from the user and be sent to a database hosted on **AWS**.
- Technologies: HTML, Bootstrap, JavaScript, AWS, PostgreSQL, Rest, Express.js, Node.js

### Northern Tornadoes Project

January 2022-April 2022

*Engineering Design Course Project*

- Constructed a Twitter messaging bot and web scraper using **Python**, **Selenium**, and the **Tweepy API** for the Northern Tornadoes research project, which allowed researchers to automate their data collection process from Twitter.
- Project has 15 users and improved the efficiency of data collection for the Northern Tornadoes Project by 40%.

### Vandal

December 2021-January 2022

*Apparel Company Website*

- Created a user-friendly website using **HTML**, **CSS**, and **JavaScript** that highlights the relevance of my apparel company and allowed for monetization of brand apparel.
- Incorporated smooth scrolling, an altering user interface for mobile and desktop view, and various animations.

### Dungeon

December 2021

*Adventure Game Application*

- Developed a dynamic choose your own adventure video game using **Java** that allows players to form their own narrative based on the decisions they make.
- Built a responsive graphical user interface using the **Swing API** with in-game audio using the **Java Sound API**.