

# AREEB RASUL

✉ [arasul@uwaterloo.ca](mailto:arasul@uwaterloo.ca) | 📞 (514) 217-3257 | 🌐 [areeb.world](http://areeb.world) | 📺 [areebworld](https://www.youtube.com/channel/UC-areebworld)

## EDUCATION

### UNIVERSITY OF WATERLOO

SEP 2023—PRESENT

- Enrolled in Honours Computer Science, Co-op
- Awarded the President's Scholarship of Distinction
- Relevant coursework: OOP Software Development (C++), Algorithm Design and Data Abstraction (C), Data Structures and Data Management, Computer Organization and Design (ARM), Designing Digital Media

## EXPERIENCE

### WEB DESIGNER, UW COMPUTER SCIENCE CLUB

AUG 2024—PRESENT

*Figma, Adobe Illustrator*

- Designing high-fidelity mockups for CSC projects including the [annual class profile](#) and internal voting app

### UI/UX ENGINEER, INSTAPITCH.AI

MAY 2024—DEC 2024

*React, Tailwind CSS, Figma, Python, Twilio*

- Thrived in 4-person engineering team, shipping high-impact features in fast-paced startup environment
- Owned full product development lifecycles from **high-fidelity wireframes to production-ready code**
- Designed and developed an in-house progressive dialer system **handling 1,300+ calls** monthly for under \$10, **saving \$4,800+ annually** while delivering an intuitive, integrated experience
- Overhauled UI/UX of CRM, modernizing design, streamlining navigation, and reducing **API calls by 70%**
- Built and optimized REST APIs for seamless front-end and back-end integration

### FOUNDER, DESIGNER, & DEVELOPER, AREEB WORLD

JAN 2021—AUG 2023

*Next.js, Tailwind CSS, Sanity, Stripe Checkout, Figma, TikTok, Final Cut Pro, Adobe Animate*

- Created **viral social media content**, growing audience to **10,000+ followers** across platforms
- Built interactive art gallery ([areebworld.com](http://areebworld.com)), later expanding to an e-commerce store ([areeb.world](http://areeb.world))
- **Generated \$5,000+ in revenue** through NFT sales, merchandise, and original artwork
- Implemented a headless CMS using Sanity to efficiently manage 365+ artwork entries and metadata

### MULTIMEDIA DESIGNER, FREELANCE

AUG 2020—AUG 2021

*Adobe Photoshop, Adobe After Effects, Adobe Animate, Adobe Illustrator, Final Cut Pro*

- Designed 20+ garments for [Melk Clothing](#) and [Beam Apparel](#), generating **\$10,000+ in revenue**
- Produced videos and animations reaching **300,000+ views** for promotional campaigns

## PROJECTS

### WATWASSPENT?

NOV 2024—PRESENT

*Next.js, OpenAI, GSAP, Tailwind CSS, Figma*

- Built full-stack spending analyzer for University of Waterloo student cards
- Implemented dynamic SVG character animations and transitions using GSAP
- Designed and developed interactive data visualizations to present spending trends and insights
- Implementing natural language processing to generate further personalized insights

### PLAYBOOK

SEP 2024—PRESENT

*Next.js, Python, SQLAlchemy, Tailwind CSS, Figma*

- Built full-stack **MVP in 36 hours** at [Hack the North 2024](#), Canada's largest hackathon
- Leading the continued development and design of the event discovery platform for university students

## LEADERSHIP & COMMUNITY

### RESIDENCE LIFE DON, UNIVERSITY OF WATERLOO

AUG 2024—PRESENT

- Leading community programming and supporting the academic and personal growth of **40+ students**

### VICE PRESIDENT, RESIDENCE COUNCIL NORTH

SEP 2021—AUG 2023

- Lead community building activities for **2,500+ students** such as trivia, study sessions, and talent shows

### EXECUTIVE MEMBER, WONDERLAND FOUNDATION

SEP 2021—AUG 2023

- Led social media and organized community events, raising **\$14,000+ for the YMCA Reconnect Program**