

AREEB RASUL

✉ arasul@uwaterloo.ca | 📞 (514) 217-3257 | 🌐 areeb.world | 🌐 [areeeeeeeeb](https://areeeeeeeeb.com)

EDUCATION

UNIVERSITY OF WATERLOO

SEP 2023—PRESENT

- Enrolled in Honours Computer Science, specializing in Human-Computer Interaction
- Awarded the President's Scholarship of Distinction
- Relevant Coursework: OOP Software Development (C++), Algorithm Design and Data Abstraction (C), Data Structures and Data Management, Designing Digital Media, Information Design

EXPERIENCE

PRODUCT DESIGNER & ENGINEER, UTRACK ENERGY

MAY 2025—DEC 2025

Next.js, Vue.js, Go, Tailwind CSS, Capacitor, Figma, WordPress, Jest

- Led an **end-to-end redesign** of a platform that services **1,000+ users** and handles **\$20k+ in monthly bills**
- Wrote 8 high-fidelity screen redesigns in Figma, based on a thorough analysis of competitor UX
- Migrated **35,000+ line Vue.js codebase to Next.js**, refactoring architecture and expanding features
- Implemented mobile-native features, including deep links, credential management, and payments
- Audited three company websites, delivering **25+ actionable recommendations** across usability and design
- Developed an **OEB-compliant** invoicing template that consolidates a user's utilities and handles edge cases
- Created a dynamic list component that eliminated **5k+ lines of code** and reduced API usage via atomicity
- Wrote **30+ unit tests** for UI components using Jest and React Testing Library
- Built an onboarding flow, in-depth bill reviewer, and administrative UX

WEB DESIGNER, UW COMPUTER SCIENCE CLUB

SEP 2024—APR 2025

Figma

- Designed high-fidelity mockups for CSC projects including the annual class profile and internal voting app

PRODUCT DESIGNER & ENGINEER, INSTAPITCH.AI

MAY 2024—DEC 2024

React, Tailwind CSS, Figma, Python, Twilio

- 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, and streamlining navigation

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?

FEB 2025 — APR 2025

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

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 (areebdailydraw.com), later expanding to an e-commerce store (areeb.world)
- **Generated \$5,000+ in revenue** through prints, apparel, and digital collectables
- Implemented a headless CMS to efficiently manage 365+ artwork entries and metadata

LEADERSHIP & COMMUNITY

RESIDENCE LIFE DON, UNIVERSITY OF WATERLOO

SEP 2024—APR 2025, JAN 2026—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