

Shadi El-Fares

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EDUCATION

McMaster University

Expected Graduation, April 2027

B.Eng. (Bachelor of Engineering)

Hamilton, Ontario

- **Level II Concentrations:** Software Engineering
- **GPA:** 3.82/4.00, Dean's Honor List

EXPERIENCE

Talk2Me Canada

Oct 2023 – Current

Founder

Hamilton, Ontario

- Founded and managed Talk2Me, overseeing project development from concept to completion in one month.
- Increased daily user engagement by 15% through optimization of the app design based on Firebase Analytics.
- Talk2Me achieved a 30% revenue growth in the first quarter, reflecting market viability and strong user acceptance.

McMaster University

Sep 2023 – April 2023

Engineering Faculty Co-op Ambassador

Hamilton, Ontario

- Secured high-profile industry speakers from Tesla, Interac, and IBM that drew 25% more attendees compared to previous sessions through various outreach programs.
- Achieved a 50% increase in student engagement through outreach strategies, reaching over 70% of the engineering student body via posters, marketing campaigns, and giveaways.

Self-Employed

Dec 2021 – Aug 2023

Full-Stack Engineer

Hamilton, Ontario

- Developed and hosted web-apps for clients using various frameworks and programming technologies including Flask, Python, JavaScript, HTML, CSS, Dart, and Flutter.
- Set up email campaigns using platforms such as Active Campaign, Mailchimp, and ConvertKit.
- Through cold-calling and referrals the company's quarterly revenue reached that of +\$24 000.

PROJECTS

🔗 Talk2Me Canada

- Implemented Stripe API and custom Firebase functions for user transactions, with a 20% revenue share per order.
- Designed Talk2Me's entire platform UI/UX interface with Figma resulting in a retention range of 33% - 45%.
- Implemented custom authentication mechanisms, incorporating human verification, Apple Sign In, Google Sign In.

🔗 Data Sorting Visualizer

- Scripted an interactive data sorting visualizer using HTML, CSS, and JavaScript, offering users a hands-on experience to comprehend sorting algorithms like Heap Sort and Merge Sort in real-time.

ACTIVITIES AND LEADERSHIP

McMaster Mars Rover Team

Sep 2023 – Current

Software-Subteam Member

Hamilton, Ontario

- Utilized Gazebo physics simulator and ROS2, allowing for a realistic emulation of the rover's physical attributes and environmental challenges.
- Leveraged advanced concepts in Python and C++ to implement intricate simulation algorithms, ensuring accurate representation of rover movements, sensor interactions, and terrain navigation within the simulation.

TECHNICAL SKILLS

Languages: Java, Python, JavaScript / TypeScript, C#, C++, MATLAB, Dart, HTML/CSS

Frameworks: Vite, Node.js, jQuery, Flask, WordPress, Flutter, Bootstrap, FastAPI, ROS2

Tools: Git, GitHub Actions, Firebase, AWS, Figma, Jupyter Notebooks, Stripe API, OpenAI API, WSLG