Sami Ali

📞 (682)-367-5408 ✉ sami.ali@mavs.uta.edu in linked.com/in/samialihameed 💻 samialihameed.com

Education

The University of Texas at Arlington   **August 2020 – May 2024**
Bachelor of Science (Hons) in Information Systems   *GPA: 3.78*

- Maverick Academic Scholarship Recipient, Goolsby Leadership Scholar, Deans List Fall 2020 - Spring 2023
- Design Director - Association for Computing Machinery (ACM), Director HackUTA 2022 - largest Hackathon in North Texas, Public Relations Officer - Rotaract Club at UT Arlington, Goolsby Cohort 19

Technical Skills

Languages: SQL, Python (NumPy, Pandas, JSON), R, Java, JavaScript, TypeScript, HTML/CSS
Web & App Development: React, Next.js, UI Design UX Research, React Native
Developer Tools: Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Adobe XD), Figma, Sketch
Data Management & Analytics: Excel, SharePoint, Power BI, Tableau, MySQL Database, Oracle

Experience

Co-Founder & Chief Executive Officer   **April 2023 – Present**
Pluto Learning @ plutolearning.com   *Arlington, TX*

- Led a five-member, cross-functional team to launch Pluto Learning, promoting a culture of collaboration
- Implemented a business analytics strategy to standardize UI & UX design across Pluto Learning products, boosting stakeholder engagement by 30% and reducing design iteration cycles by 25%

Product Management Intern   **August 2022 – Present**
UT Arlington Career Development Center   *Arlington, TX*

- Conducted market analysis and consumer behavior studies using Python and SQL
- Led data-driven marketing with Power BI and Tableau, achieving 20% higher ROI and 25% increased brand visibility
- Employed data analysis and data visualization techniques to assess the impact of shirt designs for Maverick Stampede Fall 2022, distributing 5,000 shirts and achieving notable market penetration

Business Analyst Trainee   **May 2021 – August 2021**
August Leadership   *New York City, NY*

- Collaborated with designers using Adobe Creative Cloud to create sleek interfaces and intuitive user experiences for the August Leadership Website, reducing bounce rate by 30% and increasing user satisfaction by 20%

Business Analyst   **January 2021 – May 2021**
Karlo Apply   *Karachi, PAK*

- Drove 30% client base growth in territory by using data analytics to identify prospects and close multi-year agreements
- Automated inventory with SharePoint and Power Apps, reducing errors by 40% and boosting turnover by 20%

Projects

Nexus Inc. Pakistan (Nonprofit Organization) | *React, Python, JavaScript, Figma*   **May 2019 – December 2022**

- Spearheaded the analysis of user behavior and conversion data through SQL and Python to inform front-end development strategies, translating Figma designs into 25+ React components optimized for user engagement
- Enhanced system performance by optimizing RESTful API calls using data analytics tools like Power BI and Tableau, achieving a 50% reduction in response sizes for sign-up/login

YPay Financial Services (Fintech Startup) | *Python, SQL, Adobe Creative Cloud*   **May 2021 – August 2021**

- Analyzed target markets using Python and SQL, boosting market share by 10% and customer retention by 18%
- Incorporated A/B testing and multivariate analysis to optimize web content, leading to a 35% boost in search rankings
- Leveraged SEO tools like Google Analytics and Semrush to boost organic traffic by 25% and cut bounce rates by 15%

Mask Banao (Covid - 19 Campaign) | *Python, React, Adobe Creative Cloud, Figma*   **April 2020 – April 2021**

- Analyzed public health data using Python libraries to create visually compelling fliers, distributing 1 million copies
- Implemented data-driven UI in React, improving data flow efficiency by 15% and reducing component re-renders by 20%

Activities & Leadership

- Awarded Study Abroad Scholarship, collaborating with diverse companies across **Seven European countries**
- Orchestrated a Hackathon at UT Arlington with **450+ participants**, resulting in **100+ tech projects**