

# Inshaal Siddiqui

✉ inshaalsiddiqui07@gmail.com     linkedin.com/in/inshaalsiddiqui     github.com/inshidavinci    📞 647-767-3576

## EDUCATION

### McMaster University

*B.A.Sc. Computer Science (Honours), Minor in Business*

2025 – 2030

GPA: 3.7/4.0

## TECHNICAL SKILLS

- Languages: Python, SQL, C, C++, JavaScript, TypeScript, HTML, CSS, Haskell, PHP
- Frameworks & Libraries: React, Tailwind CSS, Node.js, Leaflet.js
- Tools: Figma, Git/GitHub, AUTOCAD, Render, MATLAB, Microsoft Office Suite, Canva, AI Tools
- Operating systems, computer architecture, and programming fundamentals

## EXPERIENCE

### Transcription Assistant

*Campus Accessibility Tech Space, McMaster University*

Sept 2025 – Present

*Hamilton, Ontario*

- Improved accessibility for 10,000+ students by converting audio, video, and visual content into digital formats.
- Used AI tools to design an internal web application to provide searchable access to a repository of accessible books, articles, and educational resources.
- Reduced processing time by creating automation scripts and reusable LMS templates.
- Managed file tracking and accessibility documentation using Microsoft Office tools.

### Marketing Strategy Consultant

*Smartertech for Development*

Jul 2026 – Present

*Remote*

- Developing an AI-driven marketing strategy for beauty products sold through Shopify and physical retail channels.
- Conducting consumer, competitor, and market research to identify target audiences and growth opportunities.
- Creating social media campaign concepts, content strategies, and customer engagement recommendations.
- Evaluating AI-powered marketing tools for content creation, analytics, and campaign optimization.

### Web Developer / Marketing Coordinator

*Google Developer Groups McMaster*

Sept 2025 – Present

*Hamilton, Ontario*

- Improved website usability and mobile responsiveness for 1,000+ members by maintaining and updating the club website.
- Designed marketing assets in Figma and Canva for 2,000+ students and coordinated hackathons with 1,000+ participants.
- Streamlined event registration and tracking by integrating Google Forms and Google APIs.

### Business Manager

*Qalam Inks*

May 2021 – Present

*Brampton, Ontario*

- Managed online store operations, digital marketing, and order tracking using spreadsheets and web tools.
- Developed business strategies, implemented marketing plans, and reviewed product growth and engagement
- Increased customer engagement through custom product design and social media growth strategies.

## PROJECTS

### CATs Accessibility Resource Platform — React, Firebase

- Building a web-based platform for Campus Accessibility Tech Space for searchable access to accessible books and articles.
- Designing a Firestore-based data structure for organizing accessibility resources to support efficient search and filtering.
- Developing the frontend interface and implementing core search functionality for resource navigation and discovery.

### RizzTutor — React, Tailwind CSS

*Go On Hacks*

- Developed an AI-powered “vibe coach” providing outfit feedback and social guidance using Google Gemini APIs.
- Built interactive interfaces using React and Tailwind CSS for real-time user interaction.
- Integrated AI-driven style suggestions and conversational feedback features.
- Implemented numerous AI strategies to improve user style, health, and communication strategies.

### SimplyShe — HTML, CSS, JavaScript, Leaflet.js, Geolocation API

*TechNova*

- Built a responsive safety application enabling live location tracking and emergency communication.
- Implemented interactive maps and real-time location updates using Leaflet.js.
- Designed a mobile-first interface focused on usability and accessibility.