

Maida Khan

Product Manager | CS Underaduate · Designer · Developer · Strategist · Editor

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WORK EXPERIENCE

Graphic Designer & Video Editor Datawavez Technologies Managed real-time logistics coordination under pressure, demonstrating ability to resolve blockers quickly – critical in agile product environments.	July 2026 - Present
Graphic Designer, Video Editor & Social Media Handler NUSK IT Consultancy Ltd - Own end-to-end content pipeline, driving measurable growth in impressions, engagement rates, and follower acquisition - Define content strategy KPIs and iterate based on platform analytics – acting as de-facto product owner for brand's digital presence. - Produce branded graphic assets and video content aligned with product positioning and audience personas - Collaborate with stakeholders to prioritise content features (formats, cadence, channels) using data feedback loops	Feb 2025 – Present
X (Twitter) Graphic Designer – Growth & Monetisation NEXA Strategies Ltd - Designed and published posts optimised for reach, contributing directly to channel monetisation milestones. - Analysed engagement metrics (impressions, CTR, follower growth) to inform weekly content roadmap decisions. - Coordinated with marketing leads to align visual product with brand voice and campaign objectives.	2024 – Present
Internship – Ui/Ux Designer Bronto Brains - Delivered creative solutions under tight deadlines, balancing innovation with practical implementation. - Supported the team in achieving brand growth and recognition through impactful design contributions.	2024 – Present
Internship – Cloud Engeenering Zee Outsourcing Solutions - Gained practical exposure to cloud platforms (AWS, Azure, GCP), focusing on deployment, scaling, and monitoring applications. - Learned to design and implement cloud infrastructure using virtualization, containers, and serverless technologies.	June 2026 – Aug 2026
Internship – Admissions Department Bahria University Lahore - Identified workflow inefficiencies in applicant data handling and proposed structured improvements using a product-thinking approach. - Developed strong stakeholder communication and cross-departmental documentation skills in a fast-paced institutional environment.	Jul – Aug 2024
Online Teacher – Computer Science Al-Suffah Academy & Avalon Academy - Designed and delivered structured CS curriculum adapting content based on learner feedback and progress metrics - Managed end-to-end course delivery – from syllabus planning to outcome tracking – mirroring PM feature ownership.	Aug 2023 – Jun 2025

PROJECTS

Machine Learning Cancer Research Regression(All & Selected Feature Selection and Model Evaluation) - Comparative analysis showed RF-selected features outperform MI-selected features in terms of stability and predictive accuracy. - Visualized learning curves, correlation heatmaps, and actual vs predicted plots to validate model robustness.	
MoodWave – Mood-Based Music Recommendation Web Application Spotify Clone(HTML, CSS, JavaScript, Python, SQL,Node js,React js) - Developed skills in UI/UX design inspired by real-world applications like Spotify - Integrated features like music playback, genre filtering, and top-rated song recommendations	

EDUCATION

Bahria University Lahore	BSCS – Bachelor of Science in Computer Science	2023-2027
PGC College Intermediate	ICS (Computer Science)	2021-2023
KIPS School Matriculation	Computer Science	2019-2021

CERTIFICATIONS

- Microsoft Word Expert Certification
 - Web Development – HTML, CSS, JavaScript, Bootstrap
 - Graphic Design & Logo Design
 - Photography & Videography
 - Cloud Computing
 - Cybersecurity