

Ashwera Hasan

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Education

KJ Somaiya College of Engineering

B.Tech in Computer Engineering | **GPA: 9.97 / 10.0**

Mumbai, MH

2024 – 2028

Mount Carmel College

Higher Secondary (ISC): 94.2% | Secondary (ICSE): 98.5%

Lucknow, UP

2012 – 2024

Experience

Technology Intern

Formial Labs

May 2026 – Present

Bengaluru, India — Remote

- Developed Shopify-based D2C commerce features, subscription workflows, and payment integrations using Razorpay APIs and custom backend services.
- Implemented event-tracking and analytics infrastructure using GA4, GTM, and Meta Pixel for attribution and conversion performance monitoring.

AI Content Engineer & SEO Strategist

Freelance

Nov 2019 – Present

Remote

- Developed SEO automation pipelines and LLM-powered content workflows for consumer-facing digital platforms.
- Applied keyword clustering, SERP analysis, and trend mapping techniques to improve conversion-focused content performance.

KJSCE CodeCell Member

K.J. Somaiya College of Engineering

Oct 2024 – Present

Mumbai, MH

- Co-led technical events and competitive programming initiatives for a student developer community of 500+ members.

Projects

Decay-AI – Trend Decline Prediction Platform | *Node.js, Express, PostgreSQL*

Feb 2026

- Developed a trend analytics platform for early-stage decline detection using engagement saturation heuristics and lifecycle scoring to identify emerging trends.

Mentora – Student Engagement Tracker | *React, Python, OpenCV, Supabase, Express*

Jan 2025

- Built a real-time student engagement monitoring system using OpenCV-based behavioral signal tracking, automated alert pipelines, and synchronized full-stack analytics infrastructure.

Civil Setu (Civic Eye) | *Node.js, YOLOv8, MongoDB, React Native*

Nov 2025

- Engineered a computer vision-driven civic grievance platform leveraging YOLOv8 for automated issue classification and scalable processing of user-generated image reports.

Achievements

Datathon 24-Hr Hackathon | First runner-up among 100+ teams for building **Decay-AI**, an AI-powered trend analytics platform.

AlgoUniversity Tech Fellowship 2025 | Selected among top 0.2% of 250,000+ applicants nationwide for advanced problem solving and technical aptitude.

Competitive Programming | Solved **900+** problems across LeetCode, Codeforces, CodeChef, and CSES focusing on data structures and algorithms.

IET India Scholarship Award | National Finalist ranked among top 150 of 44,000 applicants.

SPIT Codebuster Contest | Secured 4th place in a city-wide competitive programming contest.

Technical Skills

Languages: Java, Python, C/C++, JavaScript/TypeScript, SQL

Frontend: React, Next.js, Tailwind CSS

Backend & APIs: Node.js, Express, Flask, REST APIs

AI/ML & Computer Vision: OpenCV, YOLOv8, LLM Workflows

Databases & Cloud: PostgreSQL, MongoDB, Firebase, Supabase

Developer Tools: Git, GitHub, Postman, Vercel, Shopify, Razorpay