Ashar Mehmood

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NLP-ML specialized Software Engineer (5 years exp.)
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EDUCATION

NUST, Islamabad — *Bachelor of Software Engineering*

SEPTEMBER 2015 - JUNE 2019

PROFESSIONAL PORTFOLIO HIGHLIGHTS

AAWAZ AI, Islamabad — *Machine Learning Engineer*

March 2020 - PRESENT

- Working on data-driven analytics for a brand merchant, identifying high-demand menu items to optimize offerings and implementing competitive pricing strategies by analyzing market trends and competition. Partners: Careem (Dubai)
- Worked on credit scoring for SMEs, addressing Pakistan's cash-based history problem by utilizing alternative data sources such as transaction data, social media data, and psychometric analysis. Collaborated with ADB (Asian Development Bank) and BIPL (BankIslami Pakistan Limited).
- SMEs bank statement analytics for credit scoring: extract recurrent inflows and expenses, one-off inflows and expenses, circular transactions, inter-company transactions, Net cash flows, projected cash flow etc
- Developed an entrepreneurial assistant chatbot designed to guide and support entrepreneurs in idea generation and business activities. It further includes interactive questioning, user profile creation, insession and across-session memory retention, and a knowledge graph to track the entrepreneurial journey.
- Designed a transliteration module in the customer onboarding system for Pakistani ID cards, ensuring accurate transliterations of Urdu data to English and vice versa. Achieved ~99.12% accuracy. Collaborated with MMBL, HBL.
- Developed a complaint prioritization module that performs sentiment analysis on app reviews (English, Urdu, Roman Urdu) using a multilingual classification model. Issues are classified and prioritized based on frequency. Collaborated with Telenor.
- Created a numerical data-to-text description system that transforms tabular data and analysis into textual descriptions.
- Designed a natural language-to-query model that extracts data from search text, converts it into NoSQL queries, and returns results.

BleedAI Solutions, Wyoming, US — *NLP Consultant*

JANUARY 2023 - AUGUST 2023

- Developed a chatbot that answers user questions by sourcing information from 7 different sources, including live feeds, historical documents, web documents, and website databases.
- Created a report generation module that takes Excel or CSV files as input and generates comprehensive

reports, including titles, questions, answers, summaries, and abstracts.

SPS, Maryland, US — *Full Stack Developer*

MARCH 2019 - FEBRUARY 2020

- Worked as a Full Stack Developer (Angular, Node.js, Neo4j) on a real estate application covering property valuation and sales across all US states, navigating complex state-specific rules and regulations.

Fiverr - Freelance services

MARCH 2018 - PRESENT

Delivered various end-to-end ML-based products:

- Recommendation systems for courses, content, movies, series, materials, location-based content, and real estate, medical treatments, hotels and activities etc .
- ML/DL models, including sentiment analysis, abusive language detection, SQL query-to-text generation, information extraction from text (e.g., city and place names), QA chatbots for websites, image captioning models, and COVID-19 research document clustering.
- Developed a stock buying and selling bot, a rating system for Instagram profiles, and a student project professor allocation system considering student and professor preferences.

SKILLS

Python, Pandas, Plotly, Seaborn, Docker, Google Cloud Platform(GCP), MLOps, MLflow, Transformers, Django, Nodejs, Angular, RESTApis, MySQL, MongoDB, Neo4j, Spacy, NLP, NLG, NLU, Tensorflow, Pytorch, Langchain, Faiss, Scikit-learn, Keras, OpenCV, DeepFace, Flask, Hugging Face, LLMs, Github etc

INTERNSHIPS

- TUKL, Machine Learning Intern
- TPL Trakker Ltd., Research Assistant - Machine Learning

PUBLICATIONS

- ASH Search: Binary Search Optimization
- ASH CC Algo.: Coin Change Algorithm Optimization

CREATIVE WORKS

- Zipash: Compress textual data (100 times) using vectorizer and pairing functions.

MANAGEMENT AND LEADERSHIP SKILLS

- Ushers Manager at Ramadan event.
- Logistic Manager atNUST Olympiad 2019.