

LAILA EL ATTAR

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EDUCATION

Bachelor of Science – Computer Science

September 2021 – May 2026

Bachelor of Arts – Media and Communication Studies

Western University, London, ON

- **GPA: 3.7/4.0 Dean's Honour List x3**
- Relevant Courses: Data Structures & Algorithms, Unstructured Data, Software Project Management, Web Design & Content Strategy

Certifications: Google UX Design (Foundations, Empathize, Define, Ideate, Wireframing)

PROFESSIONAL EXPERIENCE

Tech Lead & Digital Media Designer

September 2025 – April 2026

Western Technology Services, Western University, London, ON, Canada

- Designed accessible digital learning assets for instructors using Adobe Illustrator, Premiere Pro, and After Effects, by applying visual design principles including typography and colour hierarchy, to create clear, audience-appropriate materials.
- Collaborated and coordinated with faculty to meet instructional design goals for academic audiences.
- Organized and structured course content on Brightspace LMS, applying UX principles to improve navigability and accessibility, directly impacting the learning experience of hundreds of students.

Customer Experience (CX) Analyst Intern

January 2025 – August 2025

Hydro One Networks Inc., Toronto, ON, Canada

- Analyzed surveys, support transcripts, and behavioral event data of 30,000+ enrolled customers to identify friction points in the myEnergy Rewards program, translating findings into UX recommendations.
- Identified UX friction points in the program enrollment flow through research synthesis; proposed a fix that was implemented and reduced support escalations.
- Built and maintained Power BI and Excel dashboards tracking engagement trends, opt-out rates, and kilowatt savings per event, enabling evidence-based decisions on program roadmap and planning.
- Managed action items, tracked deliverables, and maintained records across multiple workstreams, coordinating between internal and external teams and to ensure program activities are on track.
- Translated complex data into clear, non-technical communications for different audiences, demonstrating the ability to adapt messaging for diverse stakeholders.

Software Engineer Intern

May 2024 – December 2024

IO Industries, London, ON, Canada

- Developed a dynamic lens compatibility calculator (live at ioindustries.com/calculator/cameras) using React.js and Node.js, resolving a top customer frustration cited in 30%+ of support inquiries; tool now used by hundreds of customers per month.
- Identified and addressed customer pain points by collaborating with product teams to develop, test, and refine features, contributing to intuitive, customer-focused solutions and maintainable code.
- Collaborated in Agile sprint to deliver features aligned with business and user goals.
- Implemented validation logic and unit testing to improve system reliability, accuracy, and performance.

SKILLS

- **Analytical Problem-Solving:** Data analysis, design thinking, hypothesis testing, structured reasoning
- **Communication & Stakeholder Management:** Clear written and verbal communication; proven ability to tailor messaging to technical, marketing, and executive audiences; journalism background strengthening interviewing and synthesis skills
- **Organization & Delivery:** Self-directed project ownership from scoping to delivery; experienced managing competing priorities in fast-paced environments with limited supervision
- **Languages:** English (fluent), Arabic (fluent)

TECHNICAL SKILLS

- **Programming:** Java, JavaScript, SQL, NoSQL, Python, C, C++, PHP, HTML, CSS
- **Tools:** React, Redux, Node.js, Docker, GitHub, MongoDB, Figma, Adobe Experience Cloud, MS Office
- **Data & Analytics:** Power BI, Excel, Qualtrics