

ASAD RAJA

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Education & Qualifications

Google Data Analytics Professional Certificate

Coursera

Aug 2022

- Developed skills in data cleaning, analysis, and visualisation
- Created a regression model on R and visualisation on Tableau of music consumption trends over the past three decades

Master of Engineering (MEng), Mechanical Engineering First-Class Honours (75.6%)

Imperial College London

Oct 2017 – July 2021

Developing a Predictive Model for a Catapult – Masters Year Machine Learning Project (78%)

- Built a neural network model using Python to predict the probability of students' catapult designs hitting a target
- Concise, 3-layer model made predictions to a 91% accuracy on unseen validation dataset, highest amongst all submissions

A-Levels: *Maths (A*), Further Maths (A*), Physics (A*)*

Cambridge Pre-U: *Economics (Distinction 3)*

Relevant Work Experience

Mechanical Engineer – New Product Development, Hair Care

Dyson Technologies Ltd

Sept 2021 – Current

- Developed the design of luxury hair drying and styling devices from ideation stage to pre-production transfer
- Conducted various performance testing and A/B user trialling on prototypes, analysing results to inform design direction
- Created repeatable, representative test methods for performance verification, iterating test methods by collecting data and conducting statistical analysis with Minitab
- Collaborated with various cross-team stakeholders to further product development, including commercial, sustainability, manufacturing, packaging, quality, safety, and technical specialists
- Presented designs and rationales at milestones and reviews with James Dyson
- Acted as a technical and non-technical mentor for apprentices, interns, graduates, and junior engineers

Data Collection Coordinator

- Voluntarily investigated previous and in-progress product usage data collection work; identified limitations and inefficiencies
- Presented the business case for a consistent, coordinated data collection strategy to higher management
- Work led to the creation of a data collection working group dedicated to setting strategy, monitoring data needs and coordinating high quality, efficient data collection trials

EDI Initiative Lead

- Organised and ran inclusive design workshops for engineers in local team, focusing on designing for impaired users
- Founded and co-led a global ethnic minority network at Dyson, 'EMBRACE' – organised and hosted events, including a lunch series to facilitate an atmosphere of community, discussion, and education

Module Developer

Imperial College London

Jun 2021 – Aug 2021

- Created a new module for the Mechanical Engineering course on equality, diversity, and inclusion in engineering
- Ran surveys for students, staff, alumni, and schools and analysed results to collate opinions – data presented to the department informed decision to introduce module into course

Software Developer

Imperial College London

Jul 2019 – Sep 2019

- Created an interactive worksheet platform using HTML and JavaScript which offered students tailored feedback
- Implemented feedback from A/B user trialling to enhance its user interface

Skills and Interests

Technical Skills: Machine Learning | Python | R | SQL | Statistics | Minitab | MATLAB

Interests: Music Journalism | Creative Writing | Filmmaking | Travel | Arts and Culture | Diversity, Equity + Inclusion