

Muneeb Shah

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Education

McMaster University

Bachelor of Engineering, Computer Engineering (Co-op), Year 5

2020 – 2026 (Expected)

Experience

Product Manager

Terravis Energy/Workspport Ltd

Richmond Hill, ON

October 2024 – Present

- **Managed the COR power station project handoff** with comprehensive technical documentation and functional specifications and **provided ongoing support** to ensure a seamless transition and successful integration.
- **Directed the development** of serial communication protocols for heat pump hardware, enabling advanced remote control of temperature, valve functions, and airflow settings.
- **Refined B2B sales strategies** by enhancing outreach initiatives, identifying growth opportunities, and implementing solutions that **boosted client engagement**.

R&D Project Manager

Workspport Ltd

Richmond Hill, ON

September 2024 – October 2024

- Researched and modified PCB designs, incorporated lower-cost components like inductors, capacitors, and MOSFETs, and achieved a **43% reduction in per-unit costs**.
- **Led the design and development** of a universal device, enabling compatibility across 100+ energy solutions in the market, enhancing product flexibility and integration.

Sales Team Lead

Crunch Fitness Canada

Mississauga, ON

April 2024 – Present

- Driving **significant revenue growth** by focusing on premium membership conversions, utilizing targeted sales strategies, to consistently exceed personal and team sales goals.
- **Mentoring** new and existing sales associates to enhance their **upselling techniques and strategies**, which led to a **65% increase** in the sales of premium memberships within one month.

Sales Associate

Moore's Clothing for Men

Mississauga, ON

June 2023 – August 2024

- Consistently exceeded daily sales targets, **averaging \$3000 in sales** per day, surpassing the store's \$10,000 daily goal.
- Proactively built **strong customer relationships** and utilized strategic sales techniques to exceed initial purchase requests, maximizing the average transaction value.

Projects

FPGA Based Image Decompressor

2023

- Developed an **image decompression algorithm**, which enabled direct lossless decoding of compressed bitstreams using fixed-point arithmetic for enhanced efficiency and reduced logic **resource utilization**.
- Implemented a **Finite Impulse Response** filter for **upsampling**, achieving precise reconstruction of chrominance components with minimal data loss, thereby maintaining image quality post-compression.
- Optimized **color space conversion** processes, successfully integrating a **resource-efficient** methodology that minimized hardware demands while maintaining high throughput, demonstrating significant improvements in processing efficiency.

Pacemaker User Interface

2022

- Configured four primary pacemaker modes using **Stateflow diagrams** in Simulink to automate cardiac pacing based on programmable parameters, ensuring accurate replication of real-world cardiac demands.
- Engineered a **user-friendly GUI** using Python and PyQt, enabling the simulation and interaction with various pacemaker modes, supporting up to 10 users with capabilities to manage and **store essential pacing parameters securely**.

Technologies

Languages: Python, Verilog, C, C++, HTML, CSS, JavaScript, MATLAB

Technologies: React, Salesforce, NetSuite, Azure, Git, SQL, Tkinter, Bootstrap, Photoshop, Quartus, Agile