

USMAN SIDDIQUI

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EDUCATION

GRE: 334 | IELTS: 8.0

London School of Economics and Political Science (LSE)

London, UK

MSc in Management; Classification: Distinction

2022 – 2023

National University of Sciences and Technology (NUST)

Islamabad, Pakistan

BEng in Electrical Engineering; GPA: 3.53 / 4.00

2017-2021

Super Nova College

Islamabad, Pakistan

A Levels: 4 A*s (Physics, Mathematics, Chemistry, Economics)

2015-2017

PROFESSIONAL EXPERIENCE

LSE Capstone Project – Student Consultant

07/2023 – 07/2023

- Partnered with a \$8B+ European footwear giant to develop a second-hand shoe business model; conducted market sizing, product pricing, and competitor benchmarking for strategic insights
- Presented findings to executive team, outlining a \$100M+ addressable market with double-digit year on year growth opportunities, identifying business and legal risks and offering a long-term strategic roadmap for sustainable growth

London Strategic Consulting – Lead Consultant

01/2023– 04/2023

- Spearheaded the creation of 3 advertising campaigns for a leading professional services firm, overseeing a team of 5 while working in close collaboration with the CEO
- Developed & maintained relationships with 50+ influencers to negotiate contracts and partnerships on client's behalf
- Conducted industry benchmarking analysis to identify trends and opportunities in the education technology market

iENGINEERING – Machine Learning Intern

02/2022– 06/2022

Global information-engineering firm specializing in development of cutting-edge software and collaborative e-business apps

- Spearheaded the development of a cutting-edge pavement distress classifier using GIS and AI technologies, resulting in accurate road safety ratings for US state governments
- Designed and optimized convolutional neural networks to extract depth information from 2D images with a 70% accuracy, delivering significant cost savings for clients while ensuring adherence to project timelines and budget

LiveloT (Incubated at NUST Science and Technology Park) – Co-Founder

12/2020 – 12/2021

Agri-tech startup introducing Smart Livestock Monitoring to enhance dairy yields & mitigate losses to diseases & malnutrition

- Conducted customer segmentation and market research by analyzing surveys, studying market trends, and evaluating competitive landscape; pitched business plan to investors and secured funding of more than PKR 150,000
- Coordinated with team to generate datasets, address data irregularities, streamline collection processes; produced insightful & engaging dashboards using AI algorithms to score animal health on 5 health parameters
- Developed a machine learning model to detect early signs of animal diseases, such as lameness, and implemented a notification system to prompt corrective measures; deployed AI at the edge, reducing cloud overhead by 100%

Oil and Gas Development Company Limited (OGDCL) – Summer Intern

06/2019– 07/2019

Pakistan's state oil and gas exploration company, also the largest firm in the country by market capitalization

- Spearheaded team of 3 interns to initiate wireline logging operations; undertook site visits to inspect drilling efforts
- Utilized advanced analytics to reduce potential drilling sites by 70%; targeted efforts led to 50% reduction in labor costs and garnered recognition from management

LEADERSHIP AND ACHIEVEMENTS

- Incubation of Startup** in the prestigious Hatch8 program at NSTP after successfully pitching to a panel of 6 judges; became the point of contact between team and incubation center
- Time to Talk (Founder and President):** Led a team of 10 to launch online integrated platform to tackle mental health issues faced by O-Levels students during COVID-19 by organizing live webinars, activities, and individual sessions
- GreenWorld (Team Lead):** Responsible for managing logistics and social media marketing for a student-run digital venture, aiming to connect rural and low-income nursery owners to a national audience
- Competitions:** National Finalist in Microsoft Imagine Cup 2020; 2nd Runner Up in The HULT Prize NUST 2021; Stage 3 Finalist at Finding Innovative and Creative Solutions for Society (FICS) 2021; Winning Poster at IEEE ICoDT2

ADDITIONAL INFORMATION

Technical Skills: Python, C/C++, Machine Learning & AI, STATA, MATLAB, SQL, think-cell, Power BI, MS Office Suite

Languages: English (Native), Urdu (Native), Hindi (Verbal), Spanish (Beginner), Arabic (Beginner)

Interests: Fantasy Premier League (top finish of 0.005% of 7m managers), horseback riding, exploring heritage sites