

# LAYAN NAJAJREH

Computer Engineering Student

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## PROFILE

Fifth-year Computer Engineering student at Al-Quds University with hands-on experience in software development, IoT, and digital entrepreneurship. Combines a technical foundation in web development, databases, and applied AI/ML with proven experience leading teams, running a live e-commerce business, and communicating technical ideas to broad audiences.

## EDUCATION

- B.Eng. in Computer Engineering** | Al-Quds University2022 – 2027 (Expected)  
Year 5 of 5
- Exchange Program — Engineering & Global Collaboration** | Mälardalen University, Sweden2024 – 2025  
Completed a 5-month academic exchange; participated in international student initiatives and served as a company host (Högvarv volunteer program).
- Tawjihi, Scientific Stream — Grade: 92%** | Terra Sancta / St. Joseph High School2021 – 2022

## PROFESSIONAL EXPERIENCE

- Founder & Manager** | Beauty E-Commerce BrandJan 2024 – Present  
Built and manage a full e-commerce website end-to-end, overseeing product curation, UX, and order logistics.  
Plan and produce content across Instagram and other platforms, and use engagement analytics to refine strategy and grow audience reach.  
Own customer relations and marketing campaigns that convert engagement into sales, running the business as a solo operator.
- Power Engineering Intern** | Paltel Jawwal — TelecommunicationsSummer 2025  
Collaborated with engineers on power infrastructure planning for telecom sites.  
Conducted field assessments for fiber installation across Bethlehem and surrounding areas.
- IT Intern** | Beit Jala Pharmaceutical CompanySummer 2024  
Supported the IT department in maintaining company infrastructure and troubleshooting network issues.  
Provided technical support to staff, improving the efficiency of daily IT operations.

## FEATURED PROJECTS

- AI Cognitive Load Scheduler** | 4th-Year Capstone Project  
Designing an ML-based task-scheduling system grounded in cognitive load theory to optimize user productivity.  
Integrating AI algorithms with user behavior modeling to dynamically adapt task sequencing.
- FULL-STACK DEVELOPMENT**

**E-Commerce Website**  
Built and deployed a complete online store for the beauty brand — product catalog, UX, and checkout flow.

**HARDWARE & ROBOTICS**

**Robotic Live-Streaming Car**  
Built a remote-controlled robotic car with live video streaming, combining embedded hardware control with real-time transmission.

**SOFTWARE ENGINEERING (JAVA)**

**School System App**  
Developed a Java application to manage student records, course enrollment, and grading.
- DATABASE SYSTEMS**

**Hospital Management App**  
Designed a relational database and application layer to manage patient, staff, and appointment records.

## LEADERSHIP & ACTIVITIES

- Head of Operations & Founder** | Handesha Sah — Student Engineering Club, Al-Quds University2025 – Present  
Founded and lead a 21-member team; manage all club operations, event planning, and social media strategy.  
Facilitate technical workshops and peer-learning sessions to build a culture of collaboration.
- IEEE Xtreme Ambassador** | IEEE Student Branch, Al-Quds University2025  
Represent the IEEE student branch and coordinate participation in international programming competitions.
- Selected Delegate, International Debate Forum** | Oman (representing Al-Quds University)Summer 2025  
Chosen from a competitive pool to represent the university at an international forum.
- Other Activities**  
Class Representative, Al-Quds University (2023) — liaison between students and faculty.  
Delegate, Palestinian MUN (2023) — 2nd place & honorable mention · Competitor, PCPC (2023) — ranked 21st of ~70 teams.

## SKILLS

- Technical:** Web Development · Database Design · IoT Systems · AI/ML Fundamentals
- Digital & Content:** Social Media Management · Content Creation & Scheduling · Analytics & Reporting · Brand Storytelling
- Leadership:** Team Leadership (21-member team) · Public Speaking · Event Coordination · Time Management
- Languages:** Arabic (Native) · English (Fluent) · French (Basic)