

Muhammad R. Asghar

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EXPERIENCE

Apple Inc. October 2019 - Present
Training Lead | Genius Greensboro, NC

- Provides customer support including product support, performing physical repairs and curating small business solutions.
- Performs hardware repairs while maintaining industry standards and procedures with 99% success rate and lead the team with new products repairs trainings and workshops.
- Builds customer relationships with general consumers and business owners to create custom solutions and perform technology demonstrations including Apple Vision Pro and Apple Intelligence.
- Developed SOPs and training modules for new technicians, standardizing repair and diagnostic protocols to improve efficiency and reduce error rates

User Research Engineer (Career Experience) Jan 2023 - June 2023
Sunnyvale, CA

- Moderated multiple user research studies while maintaining data integrity, data offloading, improving the data capture systems and excellent retention with study participants.
- Worked with 3D image capturing, body/geo tagging, gaze and hand tracking systems to improve the user experience for Apple Vision Pro.
- Trained teams of moderators and site technicians, both internal (Apple) and external (contractors), were equipped to conduct research studies effectively.
- Designed, implemented, and set up hardware at the site. Trained a team of 40 moderators and completed data collection for the fitting model (implemented in the retail demo experience) before the launch of Apple Vision Pro.

SKILLS

Data Analytics

- Excel, Python, PHP, MySQLi Databases, Tableau
- Dashboards (Tableau and design web apps using HTML, CSS, Bootstrap, PHP, databases)

User Experience Researcher

- Technical documentation, standard operating procedures (SOPs), project designs, requirements, research study launches, and data capture completion are among the tasks.
- Scripting (Python, Bash), data flow diagrams (Graffle, Pages, Word), presentations (PowerPoint, Keynote)
- Reporting and feedback (Radar, Feedback app, cross-teams communication)

Cross Platform Expertise

- Certified with Apple Products (Hardware, Software, Systems and Services), Windows and Windows Servers
- MacOS, iOS, Android, Windows, Linux (terminal commands and shell)
- Version control (Git, Github)

Certifications:

Google Data Analytics (**Google**), Python Specialization (**U. Michigan**), Apple Certified Technician (**Apple**)

EDUCATION

University of North Carolina at Charlotte Charlotte, NC
Major: Data Science, B.S. January 2024 – December 2026

I am currently enrolled in Data Science and focusing on Statistics, Data Analysis, Data Pipelines, and Data Visualization.

Superior University Lahore, Pakistan
Major: Computer Science, B.S. August 2014 – May 2018

I have completed bachelor's in computer science with CGPA of 3.56 out of 4. Major in Software Development and Life Cycle.