

Afiya Ashraf

AI Lab Associate specialising in applied AI prototyping, automation, and business-led AI solutions, with a strong foundation in risk, safeguarding, and human-centred design.

AI Lab Associate

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🏠 Glasgow, Scotland

Experience

AI Lab Associate

Concentrix - Transformation Management Office
September 2025 - Present

- Rapidly prototyped AI and automation concepts.
- Identified operational bottlenecks and inefficiencies across a large-scale organisation and reduced manual handling.
- Presented concepts and insights to senior leadership to support decision-making.

Fraud and Cybercrime Advisor

Concentrix - City of London Police
August 2022 - September 2025

- Delivered exceptional service while handling sensitive cases of fraud, identity theft, and cybercrime.
- Analysed fraud patterns, collaborated with police forces, and implemented strategies to prevent repeat victimisation.
- Developed detailed reports on fraud trends and flagged emerging threats to the National Fraud Intelligence Bureau.

Victim Contact Advisor

Concentrix - NECVCU

March 2024 - October 2024

- Provided empathetic support to individuals affected by economic crime, ensuring their well-being and guiding them through recovery processes.
- Built strong relationships with law enforcement to offer coordinated care and connected victims with essential resources.
- Tracked and documented case progress, developing strategies to reduce the risk of re-victimisation.

Education and Training

Diploma of Higher Education in Legal Services

Edinburgh College

2022

- Attended from Aug 2021 to June 2022

Balerno High School

2015 - 2021

- National 5 English, Maths, and Administration
- Higher English, Modern Studies, Religious, Moral and Philosophical Studies
- Advanced Higher Modern Studies

Skills and Training

- Applied AI prototyping, automation, and agentic workflows.
 - Human-in-the-loop AI systems and prompt optimisation.
 - AI-assisted software development (Python, JavaScript).
 - Low-code automation with AI integration.
 - API-driven AI tool integration and workflow orchestration.
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