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[personal website](#)

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# AMALINA HASHIM

Innovation & Digital Experience Strategist

## CAREER PROFILE

"As a practised Innovation and Digital Transformation Strategist, I specialize in leading cross-functional teams through the lifecycle of complex digital projects from ideation to implementation. Understanding technology's role in creating business value, I enjoy driving initiatives that harness cloud solutions, artificial intelligence, and user-centric design to address business challenges and enhance customer experiences. Committed to lifelong learning and innovation, I continuously explore new technologies to push the boundaries of what is possible."

[For online resume - left to right minimal formatting. to pass ATS.](#)

## CORE COMPETENCIES

- Design Thinking
- User Experience and Service Design
- Rapid prototyping
- Digital Product and Platform Management
- Debugging and troubleshooting
- Cloud Solutions Integrations and Deployment
- Agile and Scrum Project Management
- Strategic Business Analysis and Data Insights

## TECHNICAL SKILLS

- Full Stack Software Engineering (ReactJS, JavaScript, HTML, CSS, ExpressJS, NodeJS, MongoDB, Python, Django).
- Cloud Solutions (Google, Azure, AWS)
- Data Analysis (Power BI, Tableau, SQL, R)
- Project Management (Jira, Trello, Asana)
- Microsoft Office Suite

## KEY ACHIEVEMENTS

- Successful deployment of the Receipt Data Capturing System and POS Enhancement solutions for HPB's Eat Drink Shop Healthy Campaign with over 20,000 touchpoints.
- Inaugural launch of Eunoia's Go Digital Platform with key features including rapid Go Live, Payments, CRM, POS, Delivery and other 3rd-party integrations.
- Central Ops implementation of the Youth Olympic Games 2010 Catering Meals Ordering System serving over 7000 athletes, officials and staff.

## RECENT PROJECTS & QUALIFICATIONS

- Geopayment System: a geofencing payment system designed for use at event spaces, carparks, gyms etc. Scope: UX/UI, Fullstack development. Technologies used: Python, Django, ReactJS, Google Cloud Platform.
- eCommerce Platform: End-to-End online shopping platform with Products management, Cart, Favorites and Payment features. Scope: UX/UI, Fullstack development. Technologies used: Javascript, ReactJS, Express, MongoDB, Vercel and Render.
- AI Fruit Journal: A mobile camera image detection fruit journal. Scope: UX/UI, Full Stack Development. Technologies used: ReactJS, Google Maps, Clarifai, Airtable, Clouinary and Vercel.

View Portfolio [here](#).

## PROFESSIONAL EXPERIENCE

### Manager, Healthy Food & Dining (Planning & Strategy Team)

Health Promotion Board | June 2019 - September 2023

- Led business development and digital transformation projects, enhancing organizational performance and productivity using agile methodologies.
- Deployed and managed systems for the Eat Drink Shop Healthy campaign, capturing transactions at over 20,000 touchpoints.
- Directed technology projects to streamline and improve internal systems, enhancing interoperability and user experience.
- Analyzed data to provide insights for decision-making, led annual work planning with agile principles, and co-created the division's 5-year strategic plans and budgets.

## CERTIFICATIONS

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- NUS Digital Product Management
- Certified Scrum Master
- Leading SAFe Agilist 6.0
- Figma UI Design
- Google Analytics Professional Certificate
- Data Analytics with Excel
- Power BI

## EDUCATION

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### General Assembly, Singapore

Software Engineering  
June 2024

### Singapore University of Technology & Design, Singapore

MEng, Innovation by Design  
December 2021

### University at Buffalo, Coursera

Specialization in Digital Manufacturing Design & Technology  
December 2019

### Nanyang Polytechnic, Singapore

Specialist Diploma in Design Strategy & Management (Innovation)  
December 2018

### University of Otago, New Zealand

BSc Food Science  
August 2006

### Temasek Polytechnic, Singapore

Applied Food Science & Nutrition  
June 2004

### Product Manager

Eunoia Pte Ltd | August 2017 – June 2019

- Led the rapid development and deployment of digital ordering platforms, reducing go-live times from weeks to days and directly supporting business scalability.
- Developed and integrated comprehensive digital solutions with CRM, POS and other 3rd party systems, increasing operational efficiency and user satisfaction.
- Strategized and developed the product roadmap leading the UX and Development teams through the milestones to successful feature deployments.
- Ensured testing protocols and proactive bug management, maintaining product quality.

### Business Designer

Eunoia Pte Ltd | Aug 2015 – Aug 2017

- Led technology innovation projects in the F&B industry, enhancing productivity and service satisfaction through human-centered design.
- Applied Design Thinking for user experience design and prototyping, delivering actionable insights and innovative solutions.
- Developed and deployed custom digital solutions for brands like Alt. Pizza and Artisan Boulangerie Co., including multi-platform applications and robust order/content management systems.

### [remove](#) Project Executive

Foodservice Consultants Pte Ltd | January 2013 – March 2015

- Designed and tested over 20 kitchen workflows, collaborating with teams at Sheraton Kathmandu, Sheraton Iskandar, and Westin Jakarta for optimal efficiency.
- Co-created and implemented innovative F&B concepts for the Waterfront project, utilizing agile methodologies.
- Managed commercial kitchen design and food concept development projects, applying agile project management principles for cross-functional collaboration and iterative value delivery.

### [remove](#) Business Development Executive

Singapore Food Industries Pte Ltd | May 2010 – September 2012

- Managed export sales and marketing for special diets and industrial catering across diverse markets, aligning business strategies for sustainable growth.
- Led new product development initiatives, continuously innovating ready-to-eat meals and industrial catering solutions based on customer feedback.
- Cultivated key accounts, including military clientele and commercial projects valued over \$1.2 million, ensuring compliance with international quality standards.
- Project ops implementation and testing of systems such as the Youth Olympic Games 2010 Catering Meals Ordering System.