



## 陳怡瑄 | Teresa Chen

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With a Master's in Business Analytics from Alliance Manchester Business School, I possess a diverse skill set honed through roles at Taipei Fubon Commercial Bank, Standard Chartered Bank, and the National Center for High-performance Computing. My key areas of expertise include:

1. **Data Analysis:** Proficient in Python, SQL, PySpark, and Hive. Leverage algorithms to drive data-driven decisions and solve complex business problems.
2. **Training & Strategic Planning:** Led data visualization training, fostered innovative teamwork using XMind and sticky notes, and structured user feedback to drive platform upgrade strategy.
3. **Visual Design:** Versatile in 3D animation, game development, and UI/UX design, contributing to the creation of compelling marketing materials, product demonstrations, and engaging presentations.

## Work Experience



### 3D Animator • Industrial Technology Research Institute

Aug 2024 - Jan 2025

- Developed 3D animations for the Expo 2025 Osaka, Kansai, Japan, including a mesmerizing portrayal of Taiwanese mango shaved ice and native Taiwanese butterflies for the TECH WORLD Pavilion.
- Contributed to AI 3D model restoration, NVIDIA Omniverse testing, and node-based procedural modeling.



### Data Analyst • Taipei Fubon Commercial Bank

Aug 2021 - Mar 2024

- Joined a 5-person Agile team focused on developing a customer tagging engine, cleansing and tokenizing over 500 million credit card transactions, utilizing DFS/clustering/LightGBM algorithms to generate novel customer tags, and fostering technical collaboration with Hyundai Card Co., Ltd. in Korea.
- Evolved the internal data service platform by defining KPIs, establishing performance tracking reports(Tableau/OBIEE ), identifying high-value user segments, conducting user research (via Figma), and spearheading successful marketing campaigns that drove an increase in platform usage of over 3%.
- Promoted to Assistant Manager in 2023 and recognized as the "Innovation Master" by colleagues.



### Data Analyst • National Center for High-performance Computing

Dec 2020 - Aug 2021

- Streamlined data processes through ETL tasks, including migration, integration, and schedule optimization.
- Developed IBM Cognos Dashboards to empower data-driven decision-making for Field Application Engineers.
- Successfully trained over 100 participants on Cognos Dashboard utilization, contributing to a team award for performance excellence in Q1 2021.



### Project Manager (Trainee) • Standard Chartered Bank

Jul 2018 - Dec 2018

- Collaborated with bank departments and game developers, contributing to financial investment game planning, UI/UX design, user testing, and presented the game project at the Singapore FinTech Festival.
- Participated in UAT for Standard Chartered online banking.

## Education



The University of Manchester • Master of Science

Business Analytics: Operational Research and Risk Analysis

Sep 2019 - Aug 2020

- Thesis: [T-SNE Visualization for Image Sentiment Investigation](#)
  - Investigated the correlation between image color characteristics and textual sentiment in Instagram posts using K-means clustering and immersive visualization techniques.
- Courses taken: Mathematical Optimization, Applied Statistics, Python Programming, Data Analytics for Business Decision Making, Simulation and Risk Analysis



National Tsing Hua University • Bachelor of Business Administration

Major in Interdisciplinary Program of Management and Technology, Minor in Arts and Design

Sep 2014 - Jul 2018

- Major in Interdisciplinary Program with a dual specialization in Quantitative Finance and Economics.
- Competition Achievements:
  - 2018 Standard Chartered Campus FinTech Creative Competition -- Received the 3rd Place
    - Proposed a investment game app aimed to raise the financial knowledge level of college students.
  - 2017 Franklin Templeton Investment s Competition -- Received the 2nd Place
    - Predicted the fluctuation of global indexes, evaluating the risk and simulating trading online.

### Language

- **Chinese** - Native
- **English** - IELTS 7.0

### Skills

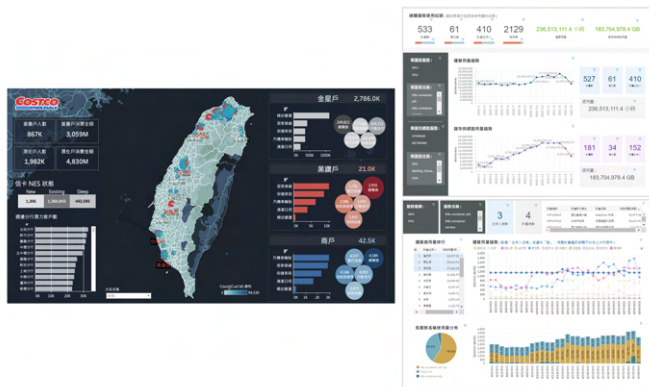
- **Data Analysis** : Python, PySpark, SQL, Hive, Impala, Tableau, Power BI, IBM Cognos
- **Content Creation** : Figma, Photoshop, Illustrator, After Effects, Unity3D, 3ds Max, Blender

## Projects



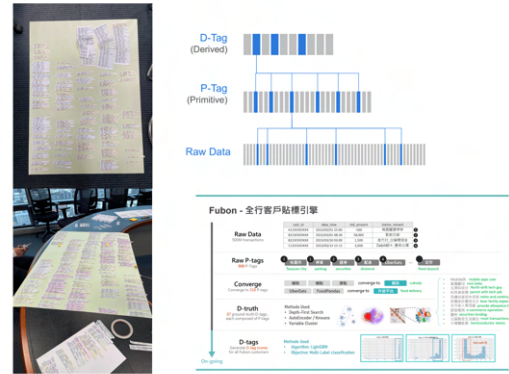
### Data Platform(UMa) Upgrade Project

Oversaw the design and development process from ideation to implementation. Led the team in using XMind for feature prioritization, conducted user research, documented front-end specifications, and created tutorial videos.



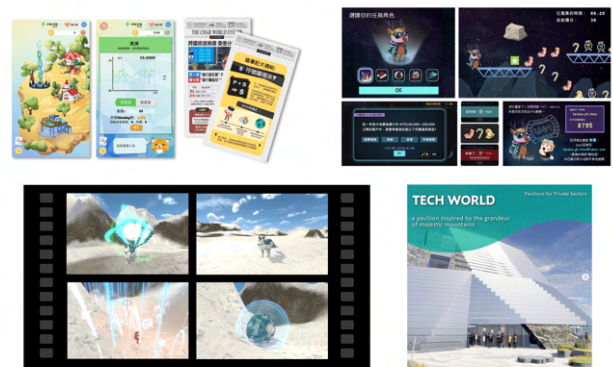
### Data Visualization and Analysis

- Analyzed the potential Costco membership and spending power of customers across all Fubon branches.
- Analyzed the utilization of TAIWANIA 1 and 2 computing resources (GPU, CPU, storage) by academic users.



### Customer Tagging Engine

Leveraged transaction data from 8 million bank customers to generate primary (P) and derived (D) labels. Conducted manual label clustering to enhance team consensus and foster innovation.



### Game and 3D Related Projects

- Financial investment game app, Chubby Island.
- 2D Unity game, Christmas Universe Quest. [\[view here\]](#)
- 3D Unity game, Xboct Sniper Mission. [\[view here\]](#)
- Expo 2025 TECH WORLD Pavilion videos. [\[view here\]](#)