



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 Analyst (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

Interdisciplinary Program of Management and Technology

Sep 2014 - Jul 2018

- Major: Quantitative Finance and Economics; Minor: Arts and Design.
- 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

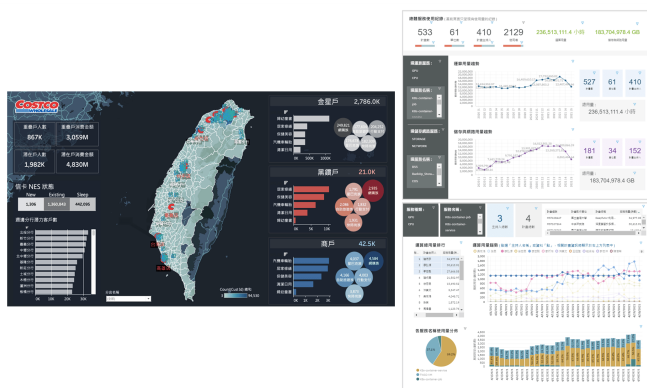
- **Data Analysis** : Python, PySpark, SQL, Hive, Impala, Tableau, Power BI, IBM Cognos
- **Content Creation** : Figma, Photoshop, Illustrator, After Effects, Unity3D, 3ds Max, Blender

Projects



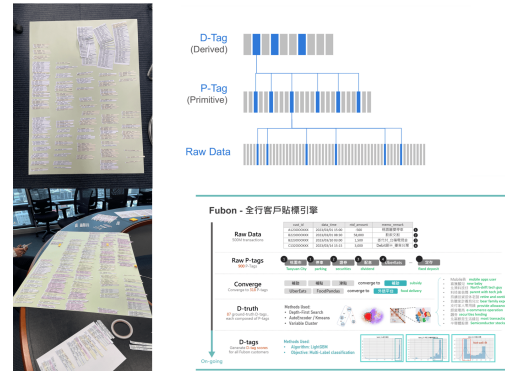
Data Platform(UMa) Upgrade Project

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.



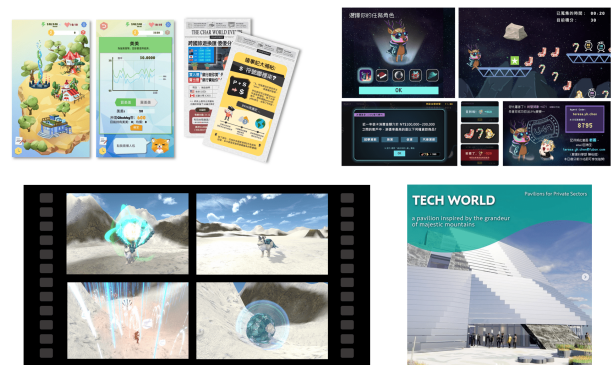
Data Visualization and Analysis

- 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. [\[view here\]](#)