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SUMMARY

Business-focused software engineer with 5 years of experience in fullstack development, now pivoting into data-centric roles such as data analyst or data scientist, to leverage analytical skills and drive business impact. Holds a bachelor's degree with a double major in Data Science and Business Management. Proficient in Python, SQL, and statistical modeling, with practical experience in deploying end-to-end data solutions that enables data-driven decision-making across business teams.

TECHNICAL SKILLS

Analysis & Data: Statistical Modelling · Python · SQL · R · Excel · Tableau · Power BI · Data Lakes & Warehouses · ETL
Web Dev Stack: Typescript · NextJS · ReactJS · Tailwind CSS · NodeJS · PostgreSQL · AWS · Git & GitHub · Docker

PROFESSIONAL EXPERIENCE

Fullstack Software Engineer — Singapore Press Holdings (SPH) **Singapore — Nov 2023 - Current**

- Build a self-service audience segmentation platform enabling internal teams to create and export user segments without writing SQL — develop a UI for filter selection and a backend pipeline (API Gateway → Lambda → Athena over S3) to dynamically run queries and return real-time user counts or CSVs for data-driven campaigns
- Lead the Web2 transition for Zaobao's online newspaper platform — develop a modern frontend using React and TypeScript, implement backend services in Node.js, and optimise data fetching, caching, and page load performance, deploying via an AWS-based CI/CD pipeline for high-traffic, reliable delivery
- Collaborate with product managers, designers, and engineers within agile SCRUM cycles to translate business requirements into technical specifications, prioritise development efforts based on data-driven user impact, and ensure solutions align with strategic goals

Front-End Web Developer — New Creation Church (NCC) **Singapore — Sep 2021 - Oct 2023**

- Built and debugged 30+ single page applications, utilising HTML, CSS, JavaScript and Webflow's proprietary CMS and custom coding features across a 2-year period
- Provided technical consultation to designers by analysing wireframes and offering insights on the feasibility of their design concepts, resulting in a streamlined and efficient development process
- Translated business and user requirements to functional frontend codes, building and maintaining reusable code components and scalable UI libraries within Webflow to streamline future development

System Analyst — Grab Financial Group **Singapore — March 2021 - Sep 2021**

- Improved loan recovery rate from 87% to 93% by analysing repayment data and designing targeted collection strategies, enabling the recovery of over SGD\$0.33M within two months, with users reporting enhanced operational efficiency and smoother day-to-day operations on the platform

Data Engineer — Alibaba Group **Singapore — Aug 2020 - Dec 2020**

- Enhanced NLP model accuracy by 8% through data crawling, preprocessing, and continuous large language model training—contributing to a successful contract win in a competitive bidding process

EDUCATION AND QUALIFICATION

Bachelor of Science in Data Science & Business Management — University of Western Australia **Perth, Australia**

Concentrations: Advanced Statistics, Data Engineering, Analysis and Visualisation, Business Analysis and Strategy

- Managed a student-run café, increasing weekly sales by 23% through data-driven strategies and working directly with university leadership on sustainability and long-term planning for the café

Diploma in Business Informatics — Nanyang Polytechnic **Singapore**

Concentrations: Mobile Service and Applications, Business Intelligence and Analysis, Database Management Systems

- Contributed to OCBC bank as a consumer banking intern and raised customer satisfaction by 16% by collaborating with other interns to conduct data collection, cleaning and analysis of key systems like ATMs and online banking