

# Kim Sheng Yong

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## Experience

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### • CoinGecko

*Product Manager (CoinGecko.com)*

*Feb 2022 - Present*

- Leading a team of web and mobile engineers in implementing a new user sign-up/sign-in flow, which is estimated to improve the sign-up conversion rate by 20%.
- Improved core feature activation rate by around 10% through rigorous experimentation and improvement.
- Worked with growth leaders, engineers, and designers to nail product acquisition through organic traffic, resulting in organic traffic as our second-largest acquisition source.
- Worked with Business Development Representatives to optimize ad revenue through product improvements, resulting in a 10% improvement in CTR.
- Worked with team of engineers to develop initial version of NFT floor price tracker and in-house NFT trending algorithm, resulting in twice the traffic after release.
- Working on ideation, technical development, and launching new product features with engineers, designers, growth marketers, and more.
- Defining quarterly product roadmap for CoinGecko.com to support internal stakeholders, business and user goals.
- Undergo end-to-end product lifecycle and product market research (competitors analysis, cryptocurrency market research, go-to-market strategy, internal training documents).
- Leading data initiatives by creating data dashboard using SQL queries for Product team to monitor product metrics.

### • Monsta Infinite

*Contract Software Engineer (Web3)*

*Oct 2021 - Feb 2022*

- Working on developing Monsta Wallet and Monsta NFT Marketplace to interact with Binance Smart Chain with \$MONI and \$BNB token.
- Involved in building features such as wallet connect, buy/sell NFTs, and more that serves up to 100,000 daily users.
- Developed UI design systems for marketplace that covers around 70% of the website UI components.
- **Technologies:** Web3-ReactJS, Typescript, GraphQL, Relay, Jest, EmotionCSS, Metamask, Binance Smart Chain.

### • Carwife Automotive Sdn Bhd

*Software Engineer (Contract)*

Selangor, Malaysia

*Oct 2020 - Oct 2021*

- Deployed a Document Management System for client that records all client transaction records, employees records, sales records and more.
- Successfully streamlined customer productivity of client through DMS system by 50%, with around 150k read and writes to the system daily. Garnered positive client feedback.
- **Technologies:** ReactJS, Redux, Firebase, SCSS, Javascript, Chartjs, Git, Agile.

### • Tinkerve LLP

*Intern, Product Engineer - Digital Workspace Assistant*

Selangor, Malaysia

*Jul 2021 - Oct 2021*

- Develop Digital Workspace Assistant system using MERN Stack. Actively involved in product meetings to come out with product features and requirements. Write test cases to ensure product meet requirements.
- Integrated system with Telegram API for users to interact with the system through Telegram Bots. Developed a Role based System for authorization in the system.
- **Technologies/Tools:** Typescript, MongoDB, ExpressJS, ReactJS, NodeJS, Redux, Mocha, Chai, Casbin, GitLab, Git.

## Projects

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- **WalletX (Chrome Extension, Account Abstraction):** Working with a team of 4 to develop a Proof-of-concept Modularized account abstracted (EIP-4337) wallet, providing customized user experience based on users' needs.
- **ZKForm (Frontend Web Development, WASM, Zero Knowledge):** Working with a team of 3 to develop Zero-Knowledge infrastructure for information privacy. Allowing any developers to develop their own ZK application with our infrastructure SDK.
- **Starkwill (Smart Contract Development, Frontend Web Development, Design & Product management):** Worked with a team of 4 to develop the next generation inheritance product on StarkNet, leveraging account abstraction technologies.
- **Cryptocurrency Market Analysis through Sentiment Analysis (NLP, Web Scrapping, Data Analysis):** (Final Year Project) A project that utilize Natural Language processing (NLP) and Web scraping technologies to streamline the process of sentiment analysis of people towards cryptocurrency in the purpose to identify factors and events that affect the price. Tech: Python, Tensorflow. (2021)
- **i-Exchange (Market Analysis, UI Design, Web Development):** Massive Open Online Course Platform for University Students to sell courses and take courses. Awarded 1st Prize and Most creative award in China E-commerce "Innovation, Creativity and Entrepreneurship" Competition. (2020)

## Volunteer Experience

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- **Core Contributor at Ethereum Kuala Lumpur (ETHKL)** Jun 2022 - Present
  - Prepared and led multiple physical meetups and sharing sessions discussing topics related to Ethereum infrastructure, such as L2 scaling solutions, account abstraction, and ETH staking.
  - Host several online workshops and invite guests from all around the world to share their work that serves the Ethereum Ecosystem.
  - Manage ETHKL's Twitter social media account with up to 2K followers.
- **Founder and Lead at XMUM Tech Club** Jun 2020 - Oct 2021
  - X-tech is a student-lead organization that aims to bridge the gap between academia and industry by providing event-based platform to widen members exposure to their prospective future career.
  - Leading 19 committee members from different background/nationality to manage our community.
  - Rising Club in XMUM with 70+ active members and accomplished 14 events within 10 months since founded.
- **Community Lead at Developer Student Clubs XMUM** July 2020 - July 2021
  - Google Developer Student Club Xiamen University Malaysia (DSCXMUM) is a university-based community group that aims to create a platform for students to learn and develop solutions to create an impact on the community.
  - Organized National Hackathon in collaborate with DSCs in Malaysia with more than 18 teams participated.
  - Organized Career Sharing with multiple DSC Leads with total more than 400 views/attendees.

## Honors and Awards

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- **Second Place & Several Bounty Winner**, ETH Vietnam BUIDLATHON (global) - 2022
- **Third Place & Account Abstraction Track Winner**, Encode x StarkNet Autumn Hackathon - 2022
- **First Prize**, 10th China E-commerce "Innovation, Creativity and Entrepreneurship" Challenge Competition - 2020
- **6th Place out of 176**, Programming League 2020 (National Competitive Programming Competition) - 2020
- **Participation Award**, IEEE iNTUition v7.0 Hackathon - 2017

## Education

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- **Xiamen University Malaysia** Selangor, Malaysia
  - *Bachelor of Engineering - Software Engineering (Honors, Distinction)*
  - Courses: Introduction to Fintech, Mobile / Web Application Development, Big Data Technology, Software Requirement Engineering, Operating Systems, Data Structures and Algorithms, Machine Learning, Networking, Databases*
  - Achievements: 4 Years Merit Scholarship with 100% Tuition Fee Waiver; 2019 Chinese Ambassador Scholarship Receiver (2 candidates selected among all Software Engineering Student each year)*

## Skills Summary

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- **Languages:** English, Mandarin, Malay
- **Technical Skills:** Javascript, Typescript, Python, C++, SQL, Solidity, Web3, JAVA, Ruby, Rust, Swift, HTML, CSS
- **Frameworks:** ReactJS, React Native, VueJS, NodeJS, ExpressJS, Flutter, TensorFlow
- **Data:** Matplotlib, Pandas, Seaborn, Plotly
- **Tools:** Google Analytics, Google Data Studio, Google Tag Manager, Google Optimize, PowerBI, Firebase, Excel
- **Skills:** Leadership, SEO, Product & Project Management, Growth Hacking, Community Management