

# SHOON LEI PHYU (REI)

DIGITAL & BUSINESS IT SOLUTIONIST



## CONTACT

🏠 Yangon  
☎ +95 9 43035285  
✉ shoonleiphyu97@gmail.com  
🌐 <https://www.linkedin.com/in/rei9711/>  
📄 <https://rei1197.github.io/reiportfolio/>

## PROFILE

Digital Enthusiast with over 3 years of successful experience in Digital Business Innovations and consulting Business IT solutions. Recognized consistently for performance excellence and contributions to success in the insurance and financial service industry, and business IT solutions. Strengths in innovating the new business solutions, digital strategies, the habit of flexible and time management backed by training in the workplace, AI, Digital Business, and Commercial Laws.

## SKILLS

### Business Skills

Digital deployment	★★★★★
Digital banking products	★★★★★
UI UX designs	★★★★★
Project Management	★★★★★
Business process re-engineering	★★★★★
Front End Web Design and Development	★★★★★

### Software

Figma	★★★★★
HTML, CSS, JavaScript	★★★★★
Kintone	★★★★★
JIRA, Bitbucket	★★★★★
Microsoft Office	★★★★★

---

## EXPERIENCE

---

### DIGITAL SOLUTIONS EXECUTIVE

*Prudential Myanmar Life Insurance Co. LTD.,, Myanmar*

- Worked closely with the stakeholders to maintain optimum levels of communication to effectively and efficiently complete projects.
- Proved successful working within tight deadlines and fast-paced atmosphere.
- Reduce the cost of outsourcing by implementing cost-saving initiatives that addressed long-standing problems.
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.
- Pitched and built new programming strategies and one-off feature shows to boost audience interests and diversify offerings.
- Evaluated and provided use cases and UI/UX designs for the pilot of digital lead generation platforms.
- Administered at least \$20000 budget and tracked expenses.
- Oversaw development, implementation and maintenance of the digital processes within IT framework.
- Addressed and resolved technical, financial and operational concerns by working with team members and directors.
- Assessed performance and scheduled cost control while maintaining contractual and internal performance requirements.

22/6/2020 -  
Present

### IT ASSOCIATE

*Forval Myanmar Co. Ltd., Yangon, Myanmar*

- Delivered projects to customers within specific timeframes.
- Worked with founders and managers of the clients to understand needs and provide excellent service.
- Create the Advanced Kintone Projects for Business IT solutions for both clients and the company itself.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Worked with business development senior manager and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability and performance.
- Fostered relationships with the clients to promote positive working relationships.

1/4/2019 -  
28/2/2020

### PROJECT COORDINATOR

*Opto Ai Co. Ltd (Refre), Osaka, Japan*

- Supervised multiple projects from project start through delivery by prioritizing needs and delegating assignments.
- Coordinated presentations for customers and project members to detail project scope, progress and results.
- Formulated complete project plans and coordinated in data engineering.
- Transitioned projects from estimation and pre-construction phase to well-defined project execution plan.
- Reported regularly to managers on project budget, progress and technical problems.

1/10/2018 -  
21/12/2018

---

## EDUCATION

---

2013 - 2018	<b>B.Sc (Hons) in Business Information Technology</b> <i>University of Greenwich, London (UK)</i>
2018 - 2020	<b>Masters of Laws (LLM) in Commercial</b> <i>University of Yangon, Yangon, Myanmar</i>
2013 - 2018	<b>Bachelor of Laws (LLB)</b> <i>University of Yangon, Yangon</i>
2019 - 2019	<b>Diploma in Project Management</b> <i>Institute of Commercial Management, United Kingdom</i>
2016 - 2017	<b>Certificate of Achievement for "Lecture Series on 5S/Kaizen and Management"</b> <i>AMEICC and METI, Tokyo, Japan</i>

---

## ACHIEVEMENTS

---



### Star Employee Award 2021

June 2021 | Prudential Myanmar Co. LTD



### Extra Effort Award 2020 for Pulse Application

June 2020 | Prudential Myanmar Co. LTD



### Participated in Business Plan Competition at SFU



### Distinction A in Project Management Exam, ICM UK.

---

## PROJECTS

---

2018	<b>POINT OF SALES SYSTEM OF NGWE WATHONE CO. LTD</b> An e-commerce website for selling and purchasing the candles and scented sticks.
2019-2020	<b>KINTONE APPLICATION SYSTEM FOR VARIOUS COMPANIES</b> <i>Forval Myanmar Co. Ltd</i> Creating web-based applications using JavaScript for IT companies, Travel and Tour companies, Inventory Management, HR Management, Sales Reports and so on, for the digital transformation system of the customers.
2021	<b>CHA-CHING E-LEARNING PLATFORM</b> <i>Prudential Myanmar Life Insurance Co.LTD</i>
2021	<b>UI/UX DESIGN OF INSURANCE PRODUCTS</b> <i>Prudential Myanmar Life Insurance Co.LTD</i>
2020-2021	<b>DIGITAL CALCULATORS</b> <i>Prudential Myanmar Life Insurance Co.LTD</i> <a href="https://lifegoals.prudential.com.mm/">https://lifegoals.prudential.com.mm/</a>

---

## INTERESTS

---



### **Playing Basketball**

former national basketball player



### **Reading**

---

## PUBLICATIONS

---

Term Paper

### **FOREIGN INVESTMENT IN MYANMAR 2018**

Shoon Lei Phyu | 2018

the insights of the foreign investments in Myanmar and how to apply the legal guidelines.

Dissertation

### **LEGAL PROTECTION OF UTILITY MODEL IN MYANMAR AND JAPAN**

Shoon Lei Phyu | 2021

The protection on Utility Model in legal perspective and the exercise of legal protection on Intellectual Property in Japan and Myanmar.

---

## VOLUNTEER WORK

---

### **FOUNDER AND DPO**

**ProLab Myanmar | 2020 - Present**

Aiming to promote the Myanmar Sports Era becomes popular again with digitalization.