

# Nobel Chua

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## EDUCATION

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**Nanyang Technological University, Singapore**

Aug 2021 – May 2025

**Bachelor of Business (Business Analytics) and Bachelor of Engineering (Computer Science)**

- CGPA Business: 3.95
- CGPA Computer Science: 3.84

**University of Groningen, Netherlands**

Jan 2024 – July 2024

Student Exchange Programme

## ACADEMIC PROJECTS

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**Rio Tinto, MSC Maritime Case Summit 2023 – 1<sup>st</sup> Runner Up**

Jan 2023 – Apr 2023

- Invented a gamified approach to seafaring to foster interests in the field
- Engineered an innovative wearable device for open reporting, safeguarding seafarers' mental and physical well-being
- Developed an AR-based training program to facilitate the upskilling of seafarers
- Implemented a strategic, 3-pronged approach to attract and retain the next generation of maritime talent

**BHP, MSC Maritime Case Summit 2022 – 1<sup>st</sup> Runner Up**

Jan 2022 – Apr 2022

- Conducted comprehensive analysis of leading decarbonization technologies and alternative fuels
- Engineered the design and retrofit plan for an electric-powered engine for maritime vessels
- Developed a long-term project plan with a 30-year forecast, accounting for technological advancements and market trends
- Performed cost estimation and profitability analysis to assess the financial viability of the implementation strategy

## INTERN EXPERIENCE

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**Goodie Technology, Business Development**

May 2022 – Aug 2022

- Conducted thorough market research and identified 2 new product categories, driving innovation for the company
- Successfully launched the new categories, resulting in an 80% sales increase within 3 months
- Streamlined daily operations, boosting efficiency by 50%
- Established distribution partnerships with 3 companies, expanding both local and international market reach

## WORK EXPERIENCE

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**The Urban Hideout Café, Co-Founder**

May 2021 – Present

- Developed and standardized operating procedures (SOPs) for key business functions
- Analysed business operations to identify bottlenecks, leading to a 30% increase in efficiency
- Implemented SOPs improved daily operations and reduced manpower cost by 20%
- Establish and grew brand which achieved 100% ROI in 2 years

**Miyuki Izakaya, Co-Founder**

June 2022 – Present

- Developed a brand now operating in 2 locations across Singapore
- Led the hiring and training of a management team to effectively oversee on-ground staff
- Built a successful business achieving a 20% annual ROI
- Conducted market basket analysis to uncover consumer purchase patterns and drive sales
- Formulated a comprehensive business strategy to deliver high-quality Japanese cuisine to Singapore's heartland communities

## CO-CURRICULAR ACTIVITIES

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### **NTU Hall of Residence 19 (Binjai Hall)**

#### **Business Manager, Freshman Orientation Programme 2022**

Aug 2021 – Aug 2022

- Negotiated sponsorship deals with various companies, securing cash and product sponsors for over 200 freshmen
- Successfully obtained sponsorships to support freshmen events and activities
- Led and delegated tasks to committee members, ensuring smooth execution of responsibilities
- Volunteered to facilitate games and activities for incoming freshmen during a 3-day event

### **NTU School of Computer Science and Engineering**

#### **Chief Programmer, Freshmen Transition Orientation Program 2022**

Aug 2021 – Aug 2022

- Planned and organized games for approximately 800 incoming freshmen, creating an engaging orientation experience
- Facilitated a smooth transition into university life for new students
- Collaborated with key stakeholders to structure and execute the event effectively
- Optimised logistics and equipment management for a 3-day event, ensuring seamless operations

## SKILLS

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**Languages: English (Native), Mandarin (Fluent)**

**Software Skills: Python, R, C, Java, HTML, Flask, SQL, MongoDB, PowerBI**