

Ashley Kaye Chong

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EDUCATION

Boston University, College of Engineering, Boston, MA Sep 2018 - May 2022

- Bachelor of Science, Electrical Engineering || Minors: Business Administration & Management, Technology Innovation
- Relevant coursework:* Business of Tech Innovation, Computer Organization, Digital Signal Processing, Digital VLSI Circuit Design, Electronics, Machine Learning, Software Engineering, Statistics & Data Science, Strategy for Tech-Based Firms

WORK EXPERIENCE

BU Spark!, Boston, MA, *Technical Fellow* Sep 2021 - Present

- Formulated customer personas, validation experiments, user story maps, CI/CD, and Agile development methods to design a user-centered software application to improve public speaking ability in the workplace
- Created user authentication function with SAML 2.0 to track user configurations for onboarding and personalized progress
- Implemented highly available content distribution network architecture using AWS Lambda, DynamoDB, S3, CloudFront
- Integrated React Native frontend with Python, SQL, and Flask backend deployed to an AWS EC2 Instance

NetApp, Hong Kong, *Solutions Engineer Intern* Jun 2021 - Aug 2021

- Designed an innovative DataOps demonstration leveraging Linux, Kubeflow, Kubernetes, and Docker to highlight latest NetApp AI and machine learning capabilities
- Led channel-partner technical sales enablement efforts with NVIDIA data scientists through deployment and setup of DataOps demo environment with NVIDIA DGX and GPUs
- Actively supported pre-sales presentations on NetApp's Cloud Portfolio by preparing and following up on customer questions
- Developed strong client relationships through working directly with vendors, partners, and sales

Hexa Asset Management Ltd, Hong Kong, *Equity Research Analyst* Jun 2020 - Sep 2020

- Performed analysis of TMT industry, mentored by veteran hedge fund managers and former heads of equity at investment banks
- Initiated market research through Bloomberg terminal, attending seminars and briefings, and other online resources
- Produced a 40-page investment report on industry analysis and proposed long and short positions for the US, China, Hong Kong, and Singapore cloud infrastructure and data center markets

Boston University Information Services & Technology (IS&T), Boston, MA, *Support Technician* Sep 2019 - Present

- Provided clients with IT support for 200+ services as part of IS&T's primary client-facing department
- Leveraged enterprise knowledge and technical expertise to assess client needs and address inquiries with streamlined solutions
- Directed project teams to provide subject expertise for applications and operating systems (macOS, Windows, Linux)

The University of Hong Kong Faculty of Dentistry, Hong Kong, *Research Assistant* Jun 2017 - Aug 2017

- Spearheaded new medical data analysis processes under guidance of 3 Ph.D. students, utilizing MS Excel, MS Access, SQL
- Executed public health fieldwork and data collection at 6 local primary and secondary schools

RELEVANT PROJECTS

HOMEdash (Collaboration with Born Global Foundation), Technical Lead Sep 2021 - Present

- Delivered ML models quantifying sustainability metrics and user input to help stakeholders visualize their environmental impact
- Developed a geographic information system to display environmental data using ArcGIS deployed via Amazon Machine Images
- Coordinated Agile methods, source code management, version control through GitHub between 4 developers to fulfill client designated product requirements

Boston University Mars Rover (Collaboration with BU College of Engineering), Vice-President Jan 2021 - Present

- Directed a team of 40 undergraduate students and 8 sub-teams to deliver a functional, autonomous exploration rover
- Organized and hosted weekly Executive Board meetings, technical seminars, and educational outreach programs
- Partnered with other rover teams, BU organizations, and corporate sponsors to host professional development workshops
- Deployed path planning, obstacle avoidance algorithms for autonomous navigation capabilities, using Python, OpenCV, ROS

ADDITIONAL EXPERIENCE

Boston University Consulting Group, Strategy Consulting Associate Jan 2021 - Present

- Analyzed self-procured Qualtrics dataset, industry trends, competition, and strategic positioning in a team of 5 students to build an outdoor market penetration recommendation for footwear company Crocs
- Presented final solution to alumni and faculty as part of semester-long case competition, placing second out of 9 teams

Born Global Foundation Competition for Innovation in Sustainability, Finalist Sep 2020 - May 2021

BU Finance & Investment Club, Investment Analyst Sep 2019 - May 2020

BU Financial Modeling Excel Conference, 1st Runner-Up Oct 2019 - Nov 2019

LANGUAGES AND SKILLS

Programming Languages: C, C++, CSS, JavaScript, HTML, MATLAB, MIPS Assembly, Python, SQL, Verilog

Tools: AWS, Azure, Docker, GitHub, Jira, Jupyter Notebook, Kubernetes, Linux, MS Office, MS Access, React, React Native

Certifications: AWS Certified Solutions Architect – Associate, AWS Certified Cloud Practitioner

Interests: Food, Model United Nations, Netball (Co-Captain in high school), Pilates, Snowboarding, Travel, Wake Surfing

Languages: English (Native), Mandarin (Proficient), Cantonese (Proficient), French (Elementary Proficiency)