

CHEUNG, Hau Yin Franklin

Email: hyfcheung@connect.ust.hk — (852) 9873 0402 —
LinkedIn: <https://www.linkedin.com/in/franklin-cheung/>

Education

The Hong Kong University of Science and Technology (Year 3) <i>Dual Degree Programs in Technology and Management (Computer Science + AI & Finance)</i> AIA Scholar, Fung Scholar — GPA: 3.94/4.3 — Dean's List (All Semesters)	Sep 2022 – Present
---	--------------------

Work Experience

HAECO <i>Data Analyst</i>	Jun 2024 – Aug 2024
-------------------------------------	---------------------

- Developed an Enterprise Asset Management System (EAM) for asset tracking.
- Analyzed data from the EAM and automated report generation to derive actionable insights.

EHF Limited <i>Software Developer</i>	Dec 2023 – Jan 2024
---	---------------------

- Developed multiple user-friendly websites using React.js.
- Integrated backend APIs built with Node.js and utilized MongoDB as the primary database.

Projects and Activities

Meta LLM for Digital Transformation of Viu Marketing <i>Student Consultant</i>	Sep 2024 – Dec 2024
--	---------------------

- Led development of an AI-powered push notification prototype for Meta and Viu, using LLMs, RAG, and CrewAI to generate engaging, localized content tailored to Hong Kong audiences
- Engineered a solution incorporating trending topics and memes, accelerating content creation through prompt engineering and diverse LLM experimentation (Llama, Gemma, DeepSeek, Sensenova Cantonese), aiming to significantly improve click-through rates.

Generative AI Hackathon for Social Good 2023-2024 <i>Champion</i>	Oct 2024
---	----------

- Prototyped an app that uses Generative AI to reduce food waste and promote sustainable consumption
- The app utilizes Retrieval-Augmented Generation (RAG) and tool calling to provide personalized recipe recommendations for near-expired food.

UBS <i>Global Coding Challenge 2024</i>	Sep 2024
---	----------

- Secured a top 10 finish out of 100 teams by solving complex algorithmic problems within 24 hours.

Logistics for Singapore with NUS and NTHU <i>Asian Business Plan Competition 2024</i>	July 2024
---	-----------

- Developed a novel navigation app concept for individuals with mobility challenges, featuring crowd-sourced accessibility data and a proprietary route optimization algorithm.

- Collaborated with a diverse, international team (HKUST, NUS, NTHU) to create a comprehensive business plan, including a B2B monetization strategy, within a 12-day timeframe.

The Hong Kong University of Science and Technology

Dawn Advisory Student Consultant

Oct 2023 – Present

- Supported Planto in expanding to Saudi Arabia and the UAE with strategic market insights.
- Researched the Asian nutrition sector and assisted NutriPack in crafting a competitive pitch deck.

Investment Circle @ HKUST

Equity Research Team

Mar 2024 – Jun 2024

- Conducted in-depth research on Himax Technologies in the semiconductor industry.
- Collaborated with BSAMC at Bocconi University to produce a comprehensive equity research report.

GSK

Student Consultant

Sep 2023 – Jan 2024

- Propose to embed an AI chatbot in the GSK website to increase public awareness of respiratory diseases
- Use Large Language Models (e.g. chatGPT) to analyze market trends and behavior in the pharmaceutical company

CodeFree Bootcamp & Hackathon 2023

Most Innovative Award

Jul 2023 – Aug 2023

- Learnt DragOnce in 2 months to develop an application for reward point calculations.
- Enabled users to redeem points by recycling various items.

Skills & Languages

Skills:

Programming Languages: Python, Java, JavaScript, C++, VBA, HTML & CSS

Technologies: LangChain, Crewai, Microsoft Azure, Google Suite, Power BI, Figma

Specialties: Prompt Engineering, Software Development, Data Analysis

Languages:

Cantonese: Native Proficiency

English: Professional Working Proficiency

Mandarin: Professional Working Proficiency