

BRANDON HONG

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EDUCATION

Singapore Management University

Bachelor's Degree in Computer Science

- GPA: 3.79/4.00 | Dean's List: 2022/2023 & 2023/2024

Aug 2022 – Apr 2026

HEC Paris

Summer Program

- Innovation & Entrepreneurship Institute

May 2024 – Jul 2024

PROFESSIONAL EXPERIENCE



Co-Founder (Technology) | OhmSweetOhm

Singapore, Aug 2024 – Present

- Led go-to-market strategy and product engineering for an AI-powered platform to help households identify energy-intensive appliances.
- Secured SGD 20,000 in funding and established partnerships with OpenAI and the Singapore Government to accelerate product scaling and reach.
- Developed AI vision capabilities using OpenAI, achieving 95% accuracy in appliance identification and energy consumption estimation from user-uploaded images.
- Implemented data-driven, personalized AI recommendations based on usage patterns, helping households reduce electricity costs by 10-20%.



Software Engineer Intern | Wivisites

Paris, May 2024 – Jul 2024

- Built translation and text-to-speech features using OpenAI and DeepL APIs, expanding product accessibility to 200+ clients and reaching 500k+ users.
- Automated multilingual data processing with BeautifulSoup and Pandas, reducing content preparation time by 95% and accelerating time-to-market.
- Spearheaded marketing automation initiatives by developing tools that cut content creation time by 90%, increasing LinkedIn engagement by 200%, and enhancing lead generation.
- Delivered customized demos and solutions for five client projects, resulting in three contract renewals and strengthened client relationships.



Technology Intern | Ultron Techniques

Singapore, May 2023 – Jul 2023

- Collaborated with hospitality-tech partners to design and prototype a new Point-of-Sale system. Presented the system to senior management for investment decisions.
- Integrated contactless check-in features such as room card dispensers and facial recognition into contactless hotel kiosks, enhancing customer experience and improving check-in efficiency.

COMPETITIONS



Build For Good 2024 – Winner | Open Government Products

- Built an AI product to enable Singaporeans to calculate their electricity costs and receive actionable energy-saving recommendations. Presented the solution to Ministers and heads of various organizations, driving user engagement for national sustainability efforts.



Code To Impact 2024 – Finalist | GIC

- Designed a trade integration platform that streamlines instrument search, counterparty selection, and trade reservation for GIC traders, enhancing execution efficiency and transparency. Presented solution to C-Suite executives.



Hashtech 2023 – Champion | Google, People's Association, M3@Pasir Ris

- Developed an AI chatbot using Google Gemini to offer tailored scholarship and grant eligibility recommendations for a social enterprise, boosting user engagement and recommendation effectiveness.



National AI Student Challenge 2022 – Champion | AI Singapore

- Wrote a research paper on a Computer Vision and Machine Learning solution to help individuals with hearing impediments communicate more naturally on Zoom, fostering inclusivity through user-centered technology.



Ninja Van Code Dojo 2023 – Top 10 Finalist | Ninja Van

- Developed a real-time data dashboard to track warehouse manpower and parcel volume using OpenCV, enhancing visibility and enabling data-driven staffing decisions during peak periods.

SKILLS

Programming Languages: Python, Java, SQL, C

Frameworks & Libraries: React, Next.js, Flask, Spring Boot, Express.js, Node.js, Hugging Face, OpenAI

Databases: MongoDB, MySQL, PostgreSQL

Cloud & DevOps: Docker, Git, AWS Certified Solutions Architect - Associate

Data & Analysis: Pandas, Data Visualization, Excel

Product & Business: Go-to-Market Strategy, Client Management, Partnerships, Product Management

EXTRACURRICULARS

Community Service

- **Project XingFu 15 (2024–present)** – Leading an overseas initiative to empower Burmese students with career-building skills such as resume writing, portfolio creation, and web development for personal branding.
- **LCSI Social Impact Exposure Trip (2023)** – Selected as one of 15 students for a regional trip to Southeast Asia to engage with social impact organizations. Gained insights into strategic approaches for running successful social enterprises, with a focus on sustainable impact and community engagement.
- **Rotary Silver Award Recipient** – Twice recognized for outstanding community contributions.

Competitive Standard and Latin Ballroom Dance

- 1x Gold, 1x Silver, 2x Bronze Medallist in international dance competitions.

Interests

- Dance, 215+ days Duolingo Streak (French).