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Cenz,  
Wong Tsz Ho



## WORK EXPERIENCES

### Consultant in Data Engineering & Architecture - Ekimetrics

[Dec 2021 – Now]

- Led customer segmentation ML project for *Hong Kong property company* utilising Databricks, constructing an RFM clustering model that segmented millions of customers, enabling targeted marketing strategies, carrying out data analysis, and establishing a production pipeline;
- Constructed a data engineering pipeline for a *worldwide automobile firm on Azure*, converting leads-to-sales reports from 17 countries, guaranteeing data quality, devising zoning, implementing GDPR compliance and employing Databricks for data intake;
- Designed serverless ingestion pipeline for *European digital automation and energy management company* using AWS Lambda, conducting quality checks on tables, and creating data model for AWS Data Warehousing Solution;
- Developed and deployed a web dashboard for the *European Country Chamber of Commerce in Hong Kong*, carrying out data processing and web scraping, using the Python Plotly Dash framework, and containerised technology for swifter website deployment;
- Provided on-site consulting for Advanced Data Analytics team in *global luxury brand* for Machine Learning workload. Set up frameworks to automate the generation of their KPI reports from source data to Dashboard and Excel files.
- Optimized SQL code and migration of portions of *global luxury brand's* SQL code for campaign management processes from on-premises SQL server to Azure Databricks SQL resulting in improved performance and code optimization.
- Built Proof-of-Concept solution on LLMs using LangChain Python and Vector Databases.

### Engr Project Specialist I (Innovation Lab) - Hewlett Packard Enterprise

[Jun 2020 – Dec 2021]

- Provided technology consulting around HPE Enterprise-grade Lakehouse Platform – HPE Ezmeral Portfolio (Kubernetes, MLOps, Data Fabric – MapR) with cloud-native analytics and data warehouse solution;
- Built demo and Proof-of-Concept of Machine Learning and Data Pipeline using Python, ETL Pipeline (PySpark), and other Open-Source Big Data Technologies (Hadoop, Hue, Hive, Kafka etc) with HPE Ezmeral;

### Electronic Engineer Trainee (Gap-Year Intern) - RF Tech Ltd

[Aug 2018 – May 2019]

- Developed product of LoRa, NB-IoT and Product Development for Data Visualization Platform with M2M communication protocols like MQTT; Firmware programming on IoT system of Self-service Library Station;

## EDUCATION

### MSc in Big Data Technology

*The Hong Kong University of Science and Technology*

[2020 – 2022]

- ✓ Data Analytics, Time Series Analysis, Distributed Computing, Parallel Computing, Natural Language Processing, Machine Learning

### BEng(Hons) in Electronic and Information Engineering

*The Hong Kong Polytechnic University*

[2015 – 2020]

- ✓ Machine Learning and IoT, Circuit Analysis and Logic Design, Embedded System Programming, Microcontroller System and Interface Design

