

**SUMMARY**      Enthusiast in digital technologies, with 15 years of experience in Telecommunication Industry.

MS Azure Solution Architect | Prince 2 Project Management | Solution Architect at Celcom Axiata

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## Celcom



### ***Solution Architect (Jun 2020 ~ Present)***

- Digital Solution architect for Celcom Life, and Online Store, Celcom Website.
- Ensure solution is in-line with business goal, timeline and requirements.
- Implemented latest technologies such as eKYC, Kafka, React Native, microservice Architecture & Redis
- Cloud Technologies from Microsoft Azure & Google Cloud.

## MoneyLion



### ***Senior Product Manager (Dec 2018~Jun 2020)***

- Product Analytics
  - Understand business goals and translate to technical flow which includes integration to internal APIs and data structure.
  - Setup dashboard and analytics to measure Business Metrics success, uptake, revenue, and customer engagement funnels.
  - BI & Analytics - Understanding of various data structure, and use BI Tools (Sisense, Elasticsearch, New Relic) to build real-time dashboard to translate raw data to Business Metrics, track consumer behavior, revenue impact, customer engagement funnels and for monitoring system health.
- Product Management
  - Responsible for quality, feature, and timeline of product deliveries from development team.
  - Manage roadmap and deliveries of payment features and Internal portals.
  - Ensure every product launched are measured via analytics in meeting company's revenue target and goals.
  - Familiar with analytics tools such as Periscope, Elasticsearch, Segment, PowerBI and New Relic Insight
  - Understand business requirements and translate to technical stories which includes integration to internal APIs, internal AI Models, external systems such as Jira, Runscope, Mongo, SQL, Five9, Stella, Twilio and AWS.
- Project Delivery
  - Ensure every product launched are measured by timeline, success metrics to meet company's target and goals.
  - Work with Multiple Product Owners - in managing roadmap and deliveries of customer's payment features, company's internal portals and clearing technical debts.
  - Communicate with stakeholders on new feature releases, maintain release notes, and status update from team.

## **Digi Telecommunications**



### ***MyDigi Tech Lead (Sept 2017~Dec 2018)***

- Responsible for end-to-end flow, capacity management, API call to middleware and CRM, performance and stability of MyDigi mobile App.
- Integration with financial system, Revenue Assurance System, Business Intelligence System, Payment system, gamification system, analytic system, deep link system, ensure PCIDSS and privacy compliances.
- Currently running 3 weeks Agile development sprint with vendor and Digi marketing to deliver new features for MyDigi app. Involved in sprint planning, story grooming, poker, Daily Standup, development, UAT and retrospective meeting with vendor and marketing team.
- Working with various technologies such as AWS (EC2, VPC, Route53, RDS, SQS, ElastiCache, SES, VPN, and others), NodeJS, React Native, ReactJS, Redis, MongoDB, Dynatrace, Google Analytics, Firebase and Facebook Analytics.
- Using various tools such as Jira (currently Administrator for MyDigi Jira), Confluence, Invision, Trello, Gitlab.
- Documented end-to-end flows in MyDigi system with various 3rd party system.

### ***Digital Exploration ( Jul 2016 ~ Sept 2017)***

- Developed Digi Chatbot 'Will' <http://bot.digi.com.my> with latest Artificial Intelligence (AI) and Natural Language Processing (NLP) technologies. Worked closely with Google on system development. Currently Digi Chatbot 'Will' is fronting all Live Chat with Customer Service Agent, used on main Digi website.
- Developed Chatbot Front End (Javascript, HTML and CSS), UI Design, backend Admin UI for managing chatbot scripts, host on Google Cloud Platform.
- Worked with Natural Language Technologies such as Google DialogFlow, Microsoft Bot Platform, IBM Watson, and various chatbot technologies such as Chatfuel and Facebook Messenger.
- BU SPOC for Telenor Digital Products. Went for GBE training in Oslo and participated in various Regional BU workshops.

## **Unified Communications**



### ***Pre Sales, Solution Consultant***

***Aug 2009 – Jul 2012***

**unifiedcomms**

#### ***Key Responsibilities***

- Solution Consultant, - Pre-sales and Technical Consultant for Value Added Service Platforms including Call Completion Service, Mobile Advertising, UMB, Roaming Solution, Location Based Service and Music Services.
- Conducts workshops and presentation to local & overseas Mobile Operators for telecommunication system
- Participate in RF(x) process and tenders.
- Internal Engagement & System Solutioning
  - Designs solution to be integrated into operator's network based on functional, performance integration point requirements.
  - Engages internal team of Product Managers, Development team, Project Managers and Engineers during project initiation and deployment stage.
  - Feedback market requirements & competitor analysis to internal team to determine company's strategy.

#### ***Achievements***

- Followed up on over 70 sales & consultancy activities, which lead to over 7 projects and over 20 Change Requests in 2011.

**Assistant R&D Manager**

**Feb 2002 – Sept 2007**

*Key Responsibilities*

- *Team leader of 4 senior and junior engineers in full Software Development Life Cycle (Planning, Analysis, Development, Implementation and Maintenance processes)*
- *Led the development of core system for 3G Video gateway, Interactive Voice Response (IVR) system, VoIP Call System, Ring tone system and Voice Conference Systems and other Value Added Services*
- *System development in C/C++ language in Linux and Windows Environment, Research in Telecommunication protocols (VoIP, 3G, SS7), code performance optimization, stability improvement, TCP/IP & UDP socket programming, multi-threading and critical section technologies.*
- *Provided consultation for systems planning, voice and signaling capacity planning, as well as technical presentation and technical clarification for customers.*
- *Provide post-implementation support, training and documentation for project implementation.*

*Key Projects & Achievements*

- *Development of Voice & Media Server (2003 to 2007)*
- *Development of Personalized Ringback Tone System (2006 to 2007)*
- *Development of VoIP - SIP Switch (2004 to 2007)*
- *Development of IDD Calling Card & IVR System (2002 to 2007)*
- *Development of Voice Conferencing (2003)*

**Agilent Technologies, Penang**

**Product Engineer**



**April 2000 - Feb. 2002**

*Key Responsibilities*

- *Product owner of Frequency Counter responsible for yield, quality and assembly process*
  - *Identify and qualify new components for end-of-life parts*
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## PROFESSIONAL CERTIFICATION

- AZ-304 Microsoft Azure Architect Design (Dec 2021)
- Microsoft Certified: Azure Solutions Architect Expert (Dec 2021)
- AZ-303 Microsoft Azure Architect Technologies (Nov 2021)
- Microsoft Certified: Azure AI Fundamentals (Oct 2021)
- Microsoft Certified: Azure Data Fundamentals (Oct 2021)
- TM Forum Open Digital Architecture Foundation Level (Aug 2021)
- Project Management - PRINCE 2 Practitioner (2015)
- Certified Professional for Requirements Engineering (2015)

## TECHNICAL

- Javascript, Node.js, Express, HTML, CSS, MongoDB and Firebase, AWS, Azure, C++, Python.
- BI Analytics – Sisense, Elastic Search, SQL
- CS Core Network, PS Core Network
- Hands on SS7 ISUP, CAMEL, MAP, TCAP, SCCP, SMPP protocols

## EDUCATION

### International University of Japan



*Masters Business & Administration (CGPA 3.86 / 4.00)*

*Sept. 07 – July 09 (Japan)*

*(Major in Marketing)*

- Title of Master Dissertation: Mobile Content Personality modeling through statistical analysis
- 2 terms Dean's list (top student) recipient
- Published consultancy report "Home Wireless Network" market research report for Bouygues Telecom, France
- Published consultancy report KDDI "au One" service market report for Bouygues Telecom, France
- Published commercial market report on "Google Android versus Japan Ecosystem", currently available from telecom consultancy companies Infinita and Mind Commerce
  - <http://www.infinita.co.jp/en/research/android.html>
  - <http://www.mindcommerce.com/Publications/androidreport.php>

### University of Malaya



**Bachelor of Electrical Engineering**

**April 1997 - April 2000 (Malaysia)**

- Major in Electronics and Communications
- Director of Homepage and Publication in Engineering Students' Society