CHAU SHYANG CH'NG

Data | Product | Tech

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SUMMARY

Seasoned data lead with a proven track record in establishing and guiding a data team and infrastructure from the ground up. Skilled in orchestrating a team of data scientists and engineers to integrate data-driven products with business operations seamlessly. Demonstrated success in leading the DE and DS team to bring AI models and data tools to production, delivering data solutions that significantly boost business and operational efficiency.

EDUCATION

University Tunku Abdul Rahman

Bachelor's Degree in Actuarial Science
2016 – 2020

SKILLS

- SQL
- Python
- Machine learning
- NLP
- LLM
- Generative AI
- PyTorch
- Data Analytics
- Data Engineering
- Tableau
- Looker Studio
- Product Management
- Decision Science
- Java script
- Next.js
- Agile-scrum
- Sprint planning
- Strategic thinking
- Problem-solving

PROFESSIONAL EXPERIENCE

Lead Data Product Manager

Biomark | Oct 2022 - Present

- Initiated and **led the data team**, establishing **data engineering**, **BI**, and **product analytics** from scratch. Spearheaded the integration of a modern robust data stack (**Snowflake, DBT, Airbyte, Prefect**).
- Developed an AI-driven prototype for health report extraction and summarization using a **Language Model-powered Retrieval-augmented Generation (RAG)** system, innovative health data extraction and analysis.
- Implemented a comprehensive **events tracking** plan to analyze consumer and business interactions with the digital platform. Identified and addressed key performance gaps, boosting engagement and satisfaction.
- Designed and delivered corporate health summary reports and population health analyses for B2B clients, providing invaluable insights for decision-making and health strategy development.

AI Product Manager

MoneyLion | July 2021 - Oct 2022

- **Strategized and Led AI Initiatives**: Directed the AI and data science functions within MoneyLion's Financial Marketplace and Content Feed, crafting an AI strategy that aligns seamlessly with our strategic vision. My leadership ensured product development was innovative and perfectly aligned with our long-term goals.
- **Drove Data-Driven Product Development:** Initiated and guided hypothesis-driven development, implementing rigorous **A/B testing** to validate product improvements and optimizing product features and user interactions based on consumers' behavioral data.
- **Managed Product Backlog and Stakeholder Communications**: Efficiently **prioritized product backlogs**, balancing innovation with practical implementation. Regular updates and outcome reporting to stakeholders and business units ensured transparency and alignment across the company.
- **Launched Transformative Product Recommendation Engine:** Spearheaded the development and launch of an AI-powered product recommendation engine. This initiative significantly enhanced user experience, leading to increased engagement and a noticeable uplift in revenue.

PERSONAL PROJECTS

- AI Medical Agent (github.com/cshyang/langchain-pdf-medical-agent)
- Mini Product Recommender (https://github.com/cshyang/mini-product-recommender)
- AI Todo Sumamry (https://github.com/cshyang/ai-todo-summary)
- Netflix Clone (netflix-clone-4c05e.web.app)
- Deep Learning - Fashion GAN (github.com/cshyang/deep-learning-tutorial/blob/main/fashion-gan.ipynb)

PROFESSIONAL EXPERIENCE

Lead Country Market Analyst

Grab | Jan 2019 - Dec 2020

- **Advanced Analytics:** Developed **multi-touch attribution models, RFM**, and **promotion impact analysis framework** to optimize marketing efforts.
- **Process Optimization:** Created and standardized a Campaign Analysis Standard Operating Procedure (SOP), which automated the campaign analysis process. This innovation **reduced time and operational effort by 70%**,
- **Reporting and Dashboard Development:** Designed and built user-centric reports and dashboards using **Tableau**, **Holistic.io**, and other advanced data tools, enhancing decision-making across the team.
- **Strategic Collaboration:** Translated complex data findings into actionable insights, collaborating closely with vertical leads (GrabFood, GrabPay, GrabCar) to ensure alignment and overarching business objectives.

Digital & Analytics Consultant

Artefact | July 2017 - Nov 2018

- Acted as the main point of contact between key clients and understood client needs and objectives to provide tailored solutions.
- Championed A/B testing and analytics-driven account strategies, boosting decision-making efficiency by 30%.
- Orchestrated the Google Tag Manager rollout and website tagging across 30+ websites in eight countries for five brands, leading to standardized engagement metrics in GA360 and real-time monitoring in Looker Studio.
- Engineered an automated data workflow utilizing Zapier, JavaScript, and Python, enhancing operational productivity.
- Crafted comprehensive dashboards that distilled complex metrics into actionable KPIs.
- Managed client campaigns with a keen eye on budget efficiency and strategic execution, ensuring seamless operations.
- Halved the team's reporting time by developing automated dashboards and integrating Supermetrics with Google Data Studio.
- Directed multi-channel campaigns (including Google, FB, IG, LinkedIn, Yahoo Japan, Naver), propelling client performance in leads and conversions.

Digital Media Analyst

Persuasion Technologies | August 2015 - July 2017

- Developed digital strategies and business/campaign funnels.
- Achieved 30% reduction in Cost Per Lead (CPL) and Cost Per Acquisition (CPA) by implementing data-driven A/B testing on landing pages, audience targeting, copywriting optimization, and fine-tuning attribution models.
- Proficiently identified actionable insights and key business funnels derived from digital campaigns, conducted comprehensive Google Analytics audits, and performed insightful SEO audits.
- Led customer clustering and segmentation projects with machine learning.