

Edwin Tan Yi-Xian



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Portfolio Website : edwintyx.com

Education

Sheffield University, MSc (Hons)

Software Systems & Internet Technology
Degree Classification: Distinction, GPA: 75.5 / 100

Sheffield, UK

(2018 - 2020)

Northumbria University, BEng (Hons)

Electronic Design Engineering Degree
Degree Classification: Upper second-class honours (2:1)

Newcastle, UK

(2015 - 2016)

Experience

Shopee

Kuala Lumpur, Malaysia

Associate, Marketing (Game Analytics)

(Aug 2020 - Present)

- Planned game initiatives and events that led to a 7.2% increase in A1 participation rate during year end campaigns sales for 2020. E.g 9.9, 10.10, 11.11 and 12.12 Sales
- Analyzed various key game metrics that could help to determine the best practices in acquisition, retention and reactivation of churned players
- Launched the Ascott x Shopee Lucky Prize as part of the partnership between Ascott and Shopee to drive engagement through gamification
- Improved operational efficiency across teams by using UI Path (RPA) to automate repetitive ad hoc tasks

Accenture

Kuala Lumpur, Malaysia

Technology Analyst - Communication/Media/Technology

(Sept 2017 - Sept 2018)

- Involved in digitizing legacy billing system in Telekom Malaysia from paper bills to electronic bills (e-Bill Telekom)
- Responsible for delivering technical designs in Siebel Applications (CRM)
- Worked on a system function that allows Telekom users to generate Customer Trouble Ticket (CTT) in Salesforce
- Helped analyze client's business requirements to better develop technology solutions for them

Projects

Built an Alexa 'Skill' for Amazon Echo - Dota Analyst (MSc Project Title - Personal Project) ([Link](#))

- Created an Alexa skill that helps to provide information to eSport users regarding the game of Dota
- Established product goals and map them to product features according to user feedback survey
- Applied machine learning methods to predict the game outcomes of matches in the Internationals 2019 tournament
- Build a MVP to test the functional performance and evaluate participants' feedback
- First release of this alexa application was officially launched in Alexa Store in Sept 2019

Pi Wars - A web app that manages results in the Pi Wars Robotics Competition (Team Project) ([Link](#))

- Developed this app using Express- Node.js, MongoDB and Material Design UI.
- Helped to analyse user requirements by organizing functional and nonfunctional requirements in priority order during tight deadlines
- Created user stories and applied an agile approach during the development of this group project
- Designed flow diagram, and launch plan to improve the efficiency of project management within our team members

Employ Me - A web app that helps job search similarly to RatedPeople.com and Indeed.co.uk (Team Project) ([Link](#))

- Built using Express-Node.js, MongoDB for the back-end and W3.CSS for the front-end
- Analysed SWOT of leading competitive products and defined product goals and roadmap
- Drafted a product proposal to list and explain the basic functions required for the first launch

About Me

Programming Languages

Web Technologies

Analytics

Cloud and Databases

Others

Java · JavaScript · Python

Node.js · JQuery · React · Bootstrap

Tableau · Jupyter · Google Sheets · Excel

MongoDB · DynamoDB · MySQL · AWS · OpenNebula

Git · Unix Command · Visio · UI Path · Confluence