





Edwin Tan

 edwintyx.com |  [LinkedIn](#) |  Email: edwin.tan.yi.xian@gmail.com |  hp : +60164050281

EXPERIENCE

Shopee — Games Analyst

AUG 2020 - PRESENT | KL, MALAYSIA

- Coordinated game initiatives and events that were segmented to boost Shopee's in-app user engagement by 8.8% during key campaign launches.
- Streamlined execution workflows within the operations team by building an app using UI Path to help automate repetitive ad hoc tasks.
- Generated weekly performance reports, dashboards and presentations regarding potential strategic solutions to senior management.
- Forecasted and tracked budget plans to ensure that they were optimized and used in a timely fashion with quality results.
- Collaborated with banks, telcos and major brands to enhance brand awareness and improve shoppers engagement through gamification.

Accenture — Technology Analyst

SEP 2017 - SEP 2018 | KL, Malaysia

- Led the development of e-Bill which aims to digitize Telekom's (Malaysia's Largest Telecommunications Provider) legacy billing system into electronic bills.
 - Conducted business requirements analysis with external clients using stakeholder interviews to define scope.
 - Simplified a system that allows Telekom users to generate Customer Trouble Tickets (CTT) in Salesforce.
 - Facilitated test-driven development for all product enhancements that led to an increase in quality by 11%.
 - Practised an Agile/Scrum approach in organisational enhancement which included sprint planning, daily scrums and sprint reviews.
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PROJECTS

Dota Analyst - An Alexa 'Skill' for eSports fanatics

- Built an Alexa Skill using Python to provide useful information such as match predictions, team info, schedules and results during the launch of the 2019 Dota 2 Internationals tournament.
- Analyzed and trained over 17,865 worth of professional game matches to predict future game outcomes.
- Implemented the Dota Analyst using a combination of Amazon's Web Services and deployed it on the Amazon Store as a Free to use Skill in Sept 2019.

Pi Wars - A webapp to monitor and manage results

- Developed a custom-built management platform for an International Raspberry Pi robotics competition to manage and track tabulated results effectively.
- Designed an easy to use UI using Material Design to ease usage of the app while increasing users productivity over time.

EDUCATION

University of Sheffield, UK

SEP 2018 - JAN 2020

MSc Software Systems & Internet Technology | Distinction, GPA 75.5

Northumbria University, UK

JAN 2015 - JUL 2016

BEng Electronic Design Engineering | Upper second (2:1)

TOOLS & SKILLS

Programming

Python | Java | JavaScript | HTML + CSS

Web Stack

Node.js | JQuery | React | Django

Analytics

Excel | Jupyter Notebook | Tableau

Cloud & Databases

AWS | OpenNebula | Heroku | MongoDB | MySQL

Others

Git | Trello | Notion | Confluence, Unix commands | Visio | UI Path | Figma | Apps Script

INTERESTS

Gaming | Badminton | Tennis | Chess | Programming | Graphic Design | Sci-fi books | Travelling | Cooking