

# Ellie Lok

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## EDUCATION

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### Master of Information Technology

Mar 2024 - Nov 2025

Monash University, Clayton, VIC

Relevant Coursework: Algorithms & Programming Foundations in Python, Internet Applications Development, Software Engineering, Cloud Computing & Security, Mobile & Distributed Computing Systems

## WORK EXPERIENCE

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### Teaching Associate (TA)

Monash University

FIT5137 Advanced Database Technology

Jul 2025 - Present

- Facilitated postgraduate lab sessions by guiding practical exercises in **spatial database** technologies (Star Schema, PostGIS, SQL queries) using tools such as DBeaver, Docker, QGIS.
- Provided support, graded assignments, and offered feedback to enhance student learning outcomes.

### Senior Advertising Specialist

Fastlane (China)

Digital Marketing Dept.

Sep 2022 - Jan 2024

- Managed digital advertising campaigns across major platforms such as Google Ads and Facebook Ads, using data driven optimisation to improve conversion outcomes.
- Collaborated with cross functional teams and provided performance insights to support marketing and product decisions. Communicated insights and recommendations to stakeholders.

## PROJECTS

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### TIPSYTRACK – ALCOHOL HARM-REDUCTION WEB APP

Jul 2025 – Oct 2025

LED AWS INFRASTRUCTURE DESIGN AND DEPLOYMENT

- Winner of the Monash Postgraduate Industry Experience Expo (S2 2025) and invited to present at the Industry Night Showcase.
- Developed a **full-stack web application** to help adults in Victoria monitor alcohol consumption and promote safer drinking habits.
- Integrated Google Vision API for drink label recognition, implemented local storage-based privacy controls, and added gamified progress tracking to encourage behavioral change.

### BIRDTAG – AI-POWERED BIRD IDENTIFICATION WEB APP

Mar 2025 - Jun 2025

LED AWS INFRASTRUCTURE DESIGN AND DEPLOYMENT

- Led development of a **serverless platform** to upload and classify bird species using image recognition.
- Integrated **AWS services** including Cognito (access management), S3 (image storage), Lambda (image processing), DynamoDB (tag storage), and SNS (notifications).
- Connected AI model for bird classification through serverless architecture; generated prediction thumbnails and metadata.

### VOLUNTRACK – VOLUNTEER MANAGEMENT ANDROID APP

Sep 2024 – Nov 2024

FULL-STACK DEVELOPER

- Spearheaded the development of a full-featured **Android mobile app** using Jetpack Compose for managing volunteer events, schedules, and organization info.
- Built a real-time dashboard with Firebase Firestore to track progress and user engagement.
- Integrated Google Calendar API for event synchronization and reminder notifications.

## SKILLS

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- Frontend: React, Vue.js, Next.js, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, Bootstrap
- Backend & Databases: Node.js, Python, Java, Oracle DB, PostgreSQL, MongoDB
- Cloud & DevOps: Deployed applications using AWS, Docker, Kubernetes, Firebase, Neon and Vercel