

# Tan Jun Onn

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## EDUCATION

### Singapore University of Technology and Design (SUTD)

Singapore

BEng in Engineering Systems and Design (GPA:4.57/5.0)

Graduation Date: May 2025

- Specialization Track: **Business Analytics and Operations Research, Aviation Systems.**
- Awards: Wilmar International Scholar, Lim Pu Leh Bursary Holder.

### KTH Royal Institute of Technology

Sweden

Global Exchange Program

Jan 2024 to Jun 2024

- Completed course work in **Machine Learning, Financial Mathematics, and Game Theory.**

## WORK EXPERIENCE

### Great Eastern Life Assurance Co. Ltd

Singapore

Digital Analytics Intern (Google Analytics)

Aug 2023 to Dec 2023

- **Developed and implemented custom JavaScript tags** for Google Tag Assistant and Qualtrics, enabling accurate **user behavior tracking** across **5 corporate websites**, including **OCBC bancassurance platforms.**
- **Designed Google Looker dashboards** to monitor **international sales and marketing performance**, analyzing **user acquisition**, advertisement drop-off rates, and e-commerce funnels for marketing campaigns valued up to **\$2 billion.**
- **Scraped and acquired user data** for machine learning, enhancing **customer personalization** and **retargeting strategies.**
- **Managed the deployment of Google Tags** with JavaScript, tracking the activities of **300 insurance agents** across corporate applications.

### Codomo Pte Ltd

Singapore

Marketing and Sales Intern

May 2022 to Aug 2022

- **Led fulfillment operations** for computer science board games, shipping over **1,000 orders** to **Kickstarter backers** worldwide using **SFC, Deliverr, and EasyParcel.**
- **Created and managed marketing content** across social media, blogs, and ads, increasing **product visibility and engagement** using **Meta Ads Manager** and **Google Analytics.**
- **Developed and curated 8 educational slide decks** for **Computer Science workshops**, sold to **Science Centre Singapore** and implemented in secondary schools.

## ACADEMIC PROJECTS

### Open Malaysian Rail Information

July 2024 - Present

Personal Project

- **Managed a public data repository and API** using **BeautifulSoup4** (Python) and **FastAPI** to collect and share real-time train operational data from **Malaysian railway providers.**
- **Built a dynamic website** to track train uptime, updating automatically using **FastAPI, NodeJS, and ExpressJS.**
- Leveraged **NoSQL database connections** to efficiently store rail data, providing streamlined access via APIs for developers and researchers globally.

### Border Checkpoint Game

May 2023 – Aug 2023

University Assignment

- **Led a team of four** in designing and developing a **border checkpoint simulation game** that gamifies **queueing system management** while teaching **queueing theory concepts** to optimize performance metrics.
- **Implemented front-end development** using **JavaScript, CSS, and HTML** within **RShiny**, and **Excel VBA** to automate game engine while integrated **MySQL** for **database management**, supporting personal and global leaderboard systems.
- **Developed a functional prototype** within three months, along with comprehensive **system definition documentation** outlining the entire process flow from **user interaction** to **database management** and **interface design.**

### Predicting Lightning Strikes in Surabaya and Don Mueang

Mar 2023 – Apr 2023

University Assignment

- **Analyzed three months of global lightning strike data**, predicting the probability of strikes with over **95% test accuracy** for the **Aviation Studies Institute (ASI)**, utilizing **SQLite** and **R** for data analysis and modeling.
- **Led a team of four** to develop a **visualization dashboard** using **QGIS** and **Tableau**, effectively presenting insights to the client and key stakeholders.

## SKILLS & INTERESTS

### Skills:

- **Programming & Tools:** Python (Pandas, Scikit-learn, NumPy), R (RShiny, Tidyverse), Google Cloud Platform (Looker, Analytics, BigQuery), Tableau, Streamlit, MySQL, SQLite, DynamoDB, NoSQL.
- **Web Development:** HTML, CSS, JavaScript, NodeJS.
- **Other Tools:** Microsoft Office (Excel, VBA, Word, PowerPoint), QGIS, ChartJS.
- **Soft Skills:** Analytical, Problem Solving, Project Management, Detail Oriented, Adaptability, Collaborative.

### Languages:

- **Proficient in:** English, Bahasa Melayu (Speaking and Writing)