Vincey Au

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Education

The University of Sydney   *March 2014 - November 2018*

BACHELOR OF COMMERCE AND SCIENCE   *current WAM: 83.2*

Majors: Business Information Systems, Business Analytics, Computer Science

Queen Mary University of London   *September - December 2017*

INTERNATIONAL EXCHANGE PROGRAM

Courses: Semi-structured Data, Functional Programming, Introduction to Computer Vision, Internet Protocols and Applications

University of California, Los Angeles   *June - July 2015*

STUDY ABROAD PROGRAM   *GPA: 3.9*

Courses: Communication Studies, Personal Brain Management

Work Experience

Media Advertising Analyst   *January - July 2017*

MAD CLARITY

- Processed media plan and actual campaign performance data, and transferred results into a database
- Queried and resolved data discrepancies such as Excel formula errors to ensure accuracy
- Recorded and developed Visual Basic macros to improve business process efficiency and accuracy

Business Intelligence Analyst   *January - June 2017*

THE UNIVERSITY OF SYDNEY BUSINESS SCHOOL

- Created a set of trend data visualisations of the School's alumni exit survey data for key stakeholders using Tableau
- Determined user requirements, cleansed and restructured data (e.g. pivoting) using Excel, then designed a pleasing user experience

Customer Technology Summer Vacationer   *November - December 2016*

DELOITTE AUSTRALIA

- Implemented Salesforce for a large property development client using agile principles
- Developed technical requirements using Salesforce Process Builder and measured progress using Visual Studio
- Produced effective documentation so that both the client and internal team were clear on business process changes

Director of Finance & Governance   *January 2016 - January 2017*

AIESEC IN SYDNEY

- Created and implemented strategies to drive growth and sustainability of all programs by liaising with program heads, marketing and HR
- Developed and managed the Local Committee's budget, ensuring that key strategies were executed effectively to maximise ROI
- Created a centralised dashboard that visualised real time data from operational, HR and finance functions to enable data driven decisions
- Optimised operations by analysing and reporting on core activities, identifying bottlenecks and innovating solutions
- Maintained accurate and up-to-date operational and financial records using Podio and Xero
- Streamlined the financial reimbursement process by developing a write only Google Drive folder using Google App Scripts

Digital Data & Analytics Intern   *January - February 2016*

ZENITHOPTIMEDIA AUSTRALIA

- Restructured digital marketing reports by consulting with internal stakeholders, scoping out requirements and designing the new framework
- Created the agency's first automated digital reporting, reducing a two-day monthly manual task to 1 minute using Google App Scripts
- Built integrated reporting and interactive visualisation dashboards in Google Sheets and QlikView with data sourced from Google Analytics, AdWords and DoubleClick Campaign Manager

Projects

Where is Vincey? R Shiny App   *August 2017*

PERSONAL PROJECT

- Developed an R Shiny app to query a .csv file and map out the locations of where I would be on my trip given user date input
- Learnings:
    - Building the UI and server logic in R
    - Using leaflet, reactive expressions and publishing web applications

A Visualisastion Effort: Australia's Top 100 Graduate Employers *April 2016 - May 2016*

UNIVERSITY OF SYDNEY BUSINESS SCHOOL

- Developed a series of interactive visualisations on Tableau on data from Australia's Top 100 Graduate Employers
- Learnings:
    - Conducting user requirements analysis on non-trivial business questions through persona creation and design thinking
    - Developed an intuitive user experience that is both functional and aesthetically pleasing
    - Designing and implementing multidimensional models

Mapping Populations Web Application *March 2015 - July 2015*

UNIVERSITY OF SYDNEY TALENTED STUDENTS PROGRAM

- Independently developed an interactive web application which visualises the population distribution of University of Sydney students across campus.
- Learnings:
    - Understanding JSON files and APIs (specifically Google Maps API)
    - Querying a database from front end user input by using JavaScript, PHP and SQL
    - Designing and implementing a database in PostgreSQL
    - Cleaning and processing large amounts of data

Brainwave Launchpad *March 2014 - November 2014*

UNIVERSITY OF SYDNEY TALENTED STUDENTS PROGRAM

- Worked in a group of 6 to develop a device which takes in brainwaves from an EEG headset to produce music on a Novation Launchpad
- Utilised the NeuroSky ThinkGear API. Written in Python.
- My specific role was to design the logic and mechanisms in the prototype.

Academic Honours

2017	**Equal First Place**, INFS3070 Business Analysis in Practice	*University of Sydney*
2017	**Equal Second Place**, INFS3040 Enterprise Systems & Integrated Business	*University of Sydney*
2017	**Lifetime Member**, Beta Gamma Sigma	*University of Sydney*
2016	**First Place**, INFS3050 Business Intelligence for Managers	*University of Sydney*
2016	**Recipient**, Academic Merit Prize	*University of Sydney*
2015	**Recipient**, Merit Scholarship	*USSC*
2015	**Recipient**, Academic Merit Prize	*University of Sydney*
2015	**First Place**, INFS1000 Digital Business Innovation	*University of Sydney*
2014	**Recipient**, Entry Scholarship	*University of Sydney*
2014	**First Place**, BUSS1030 Accounting, Business & Society	*University of Sydney*
2014	**Second Place**, MATH1004 Discrete Mathematics	*University of Sydney*
2014	**First place team**, Deloitte Case Study Challenge	*BISA & SUITS*
2014	**Research Presentation**, Australasian Conference for Undergraduate Research and Posters in Parliament	*Canberra*
2014	**Prize for Best Poster as chosen by Peer-Vote**, Posters in Parliament	*Canberra*

Computer Skills

Languages	JavaScript, Java, Python, SQL, R
Other familiar tools	Windows, OSX, PostgreSQL, LaTeX, Tableau, Microsoft BI, Adobe Illustrator

Extra-Curricular Activities

2017	**Facilitator**, Global School of Entrepreneurship	*Niš, Serbia*
2016	**Delegate**, AIESEC Asia-Pacific Conference	*Shanghai, China*
2016	**Events Director**, Business Information Systems Association	*University of Sydney*
2015	**Tutor**, Girls' Programming Network NCSS	*Sydney*
2015	**Presenter**, Young Scientists Australia	*Sydney*
2015	**Volunteer**, University of Sydney Union V-Team	*University of Sydney*
2014	**Participant**, Silver Duke of Edinburgh Award	*Sydney*
2014	**Participant**, Habitat for Humanity Volunteer Build Trip	*Hanoi, Vietnam*