CHAM LI HUI

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EDUCATION

National University of Singapore   **Aug 2021 - Present**
Bachelor of Science in Business Analytics (with Honors)
- Penultimate (Year 3) Business Analytics major, specializes in Machine Learning and Marketing Analytics, minor in UI/UX Design.
- NUS ASEAN Undergraduate Scholar
- GPA: 4.32 / 5.0

WORK EXPERIENCE

Software Engineer, Switcheo Labs, Internship   **May 2023 - Present**
- Developed Fluo, a Web 3 decentralized market maker app with projected revenue of SGD 300k; optimized and tested reusable components for Demex. Tech Stack - React, Typescript, MUI.

Data Visualization Developer, The Straits Times, Internship   **Dec 2022 - Jan 2023**
- Migrated scrollY and parallax component written in Vue3 to Svelte with 5 developers.
  Notable project - Breaking News: Landslide in Malaysia, published on Dec 2022.

PROJECTS

Machine Learning   **May 2023**
- **Credit Card Default Prediction**. Implemented an end-to-end data science pipeline in Python with EDA and feature engineering; quantitatively evaluated 7 models with F1-score and AUC.
  Project is awarded full marks among 45 groups. *Source: Code | Report*
- **Stand-up Comedy Analysis.** Built an NLP model to predict funniness level of new comedy transcript using sentiment analysis and topic modelling on scraped data. Interactive model showcasing and data visualization with Streamlit web app. *Source: Code | Report | Presentation*

Tech Project Management   **Jan 2023 - Apr 2023**
- **Traventure App.** Oversaw Agile software development as Scrum Master, managed product features and tasks with Jira and Kanban. Awarded Top Student project among 212 students.
  Source: Scrum Artefacts | Report

Software Engineering and Design   **May 2022 - Dec 2022**
- **Project Mercy Relief.** Collaborated with a team of 20 designers and developers to tailor a content management system (CMS) in React for Mercy Relief donation campaign and website. *Source*
- Designed, developed and deployed a full-stack Android and IOS compatible mobile application. Awarded Advanced Level of Achievement (Apollo 11) for NUS Orbital in Year 1 Summer. *Source*

LEADERSHIP EXPERIENCE

Residential Assistant, Residential College 4   **Jun 2023 - Present**
- Served as student leader and college ambassador for 120 residents; first-aid trained. Focuses on community building and policy enforcement.

Sports Director, Residential College 4   **Aug 2022 - May 2023**
- Organized Inter-College Games 2023 with over 1600 athletes for 30 sports categories.

TECHNICAL SKILLS AND PROFESSIONAL CERTIFICATIONS

- Ongoing courses: Deep Learning Specialization & Google Professional ML Engineer Certification
- Machine Learning and Data - Python, R, SQL, Tableau
- Software Engineering - Java, React, Vue, Firebase, Typescript
- Design - InDesign, Illustrator, Figma