CHAM LI HUI

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EDUCATION

National University of Singapore, School of Computing   **Aug 2021 - May 2025 (Expected Graduation)**
Bachelor of Science in Business Analytics (with Honours)
- Penultimate (Year 3) Business Analytics major, specializes in Machine Learning and Marketing Analytics, minor in UI/UX Design.
- **Internship Availability: Jan - June 2024 (Full-time), May-Nov 2024 (Full-time) [3-6 months full-time internship]**
- GPA: 4.32 / 5.00
- NUS ASEAN Undergraduate Scholar.
- Top Student in Application Systems Development for Business Analytics.
- Relevant Coursework: Data Management and Visualization, Econometrics Modeling for Business Analytics, Optimization Methods in Business Analytics, Computational Methods for Business Analytics, Mining Web Data for Business Insights.

TECHNICAL SKILLS

- **Data Science & Machine Learning Techniques:** Classification, Regression, Clustering, Natural Language Processing, Word Embeddings, Sentiment Analysis, Neural Network.
- **Data Tools:** MySQL, MongoDB, Tableau, Power BI, Python, R, MATLAB.
- **Programming Languages:** Java, Python, JavaScript, SQL, NoSQL.
- **Software Engineering Frameworks**: React, Typescript, Material UI, Vue.js.
- **UI/UX & Design Tool and Techniques:** Figma, Adobe InDesign, Illustrator, Photoshop, User Interview, Brand Design.
- **Learning in progress:** PyTorch, TensorFlow, Deep Learning, Computer Vision, Transfer Learning, Reinforcement Learning.

WORK EXPERIENCE

SWITCHEO LABS, Software Engineer Intern   **May 2023 - October 2023**
- Developed Fluo Dashboard using React and Typescript. Fluo is a Web 3 decentralized market maker platform for FLUO cryptocurrency tokens. Fluo is projected to increase quarterly revenue by SGD 300,000.
- Built and tested functional Card and Form components for Fluo, with integration of backend smart contracts and error handling in frontend, resulting in 20% improvement in user experience.
- Led a presentation in advanced React hooks and props invalidation to 10 new junior developer interns using code examples from Fluo codebase that was co-developed with two senior engineers.

THE STRAITS TIMES, Data Visualization Developer Intern   **Dec 2022 - Jan 2023**
- Performed data cleaning and analysis using Python to prepare Tableau dashboards that deliver insights to the Digital Graphics team for visual storytelling of nationwide news.
- Migrated scrollY and parallax components written in Vue3 to new Svelte codebase, reducing 63% of page loading time and better responsiveness. Notable project – Breaking News: Landslide in Malaysia (Dec 2022).

PROJECTS

Credit Card Default Prediction, Data Scientist   **March 2023 - April 2023**
Implemented an end-to-end data science pipeline in Python to predict default credit card clients.
- Performed data preprocessing, exploratory data analysis, feature engineering and oversampling to handle the highly imbalanced dataset and avoid overfitting of models. *Source: Code | Report*
- Quantitatively evaluated seven machine learning models with F1-score, Area Under Curve (AUC) and K-S statistic; qualitatively evaluated models with strong consideration of overfitting and speed of computation.

Stand-up Comedy Analysis, NLP Engineer   **Feb 2023 – April 2023**
Built an ensemble NLP model to predict the funniness level of standup comedy transcripts.
- Conducted word tokenization, word embeddings and sentiment analysis on scraped text data to form a Document-Term Matrix that is used as features for funny classification and topic modelling. *Source: Code | Report | Presentation*
- Interactive showcasing of model performance and key ideas of project using Streamlit web app.

Traventure App, Project Manager   **Jan 2023 – May 2023**
Oversaw a software engineering project development using Agile framework as Scrum Master.
- Managed Scrum artefacts using Jira and produced burndown chart to track team progress; allocated tasks to designers and engineers with story points in every sprint meeting. *Source: Report*
- Traventure is awarded Top Student project (top 2%) among a cohort of 212 Computing students.

LEADERSHIP AND CO-CURRICULAR ACTIVITIES

RESIDENTIAL COLLEGE 4, Residential Assistant & Sports Director   **Aug 2022 – Present**
- Served as student leader and college ambassador for 120 residents. Focuses on community building and policy enforcement.
- Organized Inter-College Games 2023 with over 1600 athletes for 30 sports categories over 5 weeks. First-aid trained in CPR. Awarded Student Life Award for active CCA participation in female basketball.

Google Developer Student Club, Frontend Software Engineer   **Aug 2022 – May 2023**
- Collaborated with UI/UX designers and product manager to gather requirements and build reusable Form components for the content management system (CMS) of Project Mercy Relief with database integration.

PROFESSIONAL CERTIFICATIONS

- NUS Orbital Advanced Level of Achievement (Apollo 11) for Software Engineering
- Deep Learning Specialization by DeepLearning.AI (ongoing)
- Google Professional ML Engineer Certificate (ongoing)