LOOI MUN WAI

CONTACT

📱 (+61) 466-000-081

✉ **Yahoo:** l_munwai@yahoo.com

🌐 www.linkedin.com/profile/mun-wai

📍 Melbourne, VIC 3030

SKILLS

Adaptiveness

Cultural Awareness

Critical Thinking

Leadership Development

Problem Solving

EDUCATION

RMIT University, Melbourne, Australia

Bachelor of Applied Science (Psychology) | *2022 - 2024*

- *Graduated with a Distinction and an RMIT School Leaver Scholar recepient.*
- *Kansai University Winter School (Japan, 2023): Superior performance in cross-cultural entrepreneurship and Japanese language.*

AWARDS AND CERTS

- Coursera and META – Meta Data Analyst (2025)
- Prosple and National 360 OT – Virtual Experience Certificate (2025)
- IEEE – Authorship and Open Symposium Certificate of Participation (2025)
- IBM SkillBuild – Artificial Intelligence Fundamentals (2025)
- UNIQLO & Fast Retailing – Certificate of Recognition: Outstanding Contribution in the UNIQLO GMP (2024)
- Xolvit & VTAC – Certificate of Achievement: Xolver for SDG 4 - Better Education (2024)
- RMIT & Practera – Industry Experience Nano-Program Completer (2024)
- RMIT Micro-credential – Intrapreneurship: The Intrapreneur's Roadmap Cluster (2024)

INDUSTRIAL & LEADERSHIP IMPACTS

UI/UX Designer, User Behavioural Researcher, and Marketing Communication

Onsite – VTAC Headquarter, Melbourne CBD   Mar 2025 - Apr 2025

- **Developed a multi-tiered MVP solution using Figma** to support high school students' academic transition, applying strategic thinking and user-focused design to improve decision-making at scale. Tackling VTAC's SDG challenge in bettering education services.
- **Spearheaded behavioural and market benchmarking** for VTAC's Pathway Building and Course Selection UIs (using Figma), comparing competitor tools and user feedback through a behavioural evaluation scale to identify and rank the strengths and gaps of each website's features, functionalities, and redundancies – developing a data-driven, user-centred front-end design.
- **Effectively communicated project progress and insights to key stakeholders** (using Canva), demonstrating leadership, structured thinking, and the ability to influence decision-making in a team-driven environment.

Achievements:
- ·Highly praised for a consistent display of excellence in work ethic and quality output from the CEO.

Research Assistant and Research & Behavioural Data Scientist

Hybrid - Building 91 (RMIT CIAIRI), RMIT University, Melbourne CBD   Jul 2024 - Apr 2025

- **Led multidisciplinary research** for a systematic literature review (SLR) exploring diverse success factors, demonstrating analytical depth and strong academic research capabilities.
- **Used Scopus, VosViewer, Google Scholar and Google Workspace** for qualitative and quantitative research, bibliometrics visualisation, and data analysis.
- **Designed and implemented project frameworks** and methodology, E2E data science workflow, data bibliometrics visualisation method, systematic data validation, and Office automation systems, cutting admin time while ensuring data accuracy.
- **Co-developed a UI/UX Design Specification plan** with Canva for a web-based AI tool supporting RMIT Grants, blending UX strategy with a user-centric approach to digital innovation.
- **Strategised conflict intervention and people management,** analysing evolving sociodynamic group settings in the RACE team to support effective communication and collaborative resolution between users, researchers, and engineers.

Achievements:
- Helped securing government support and a research grant from the Australian Research Council (ARC).

Global Business Analyst and Brand Strategist - UNIQLO GMP2024

Onsite – Uniqlo Co., Ltd, Ariake Office (Global Headquarter), Tokyo   Jul 2024 - Aug 2024

- **Developed data-accurate financial forecasting for UNIQLO** Global and Japan-local business marketing and expansion budget, customers and investors' behavioural insights, and innovative business strategy development in branding communication – with deep research and data analysis using scholarly, financial, government and fashion market databases.
- **Projected UNIQLO's rebranding plan** with innovative and data-informed solutions (using Canva and MS 365 Suite) to UNIQLO executives, clearly communicated with confidence and deep understanding of the brand's values, customer behaviour and the alignment between clients, media, and the company's philosophy.
- **Collaborated effectively** across time zones and diverse cultural backgrounds, aligning team goals and maintaining proactive engagement to drive effective, globally-minded teamwork.

Achievements:
- Globally selected as the top 0.7% of participants, completed the program with outstanding strategic excellence and executive-level communication, highly praised for my demonstration of strong leadership, collaboration, and team empowerment.

Customer Journey Researcher - Practera Nano-Industrial Program (YakBit.AI Startup)

Online/Remote work   Jun 2024 - Jun 2024

- **Strategised an actionable business proposal** for re-targeting Yakbit.AI's resource allocations and target focus, virtually collaborating with a multidisciplinary team and the co-founder to support the company's growth in AI applications for corporate use.
- **Conducted customer journey research and analysis**, delivering user-focused insights to guide business development and innovation (using Google Scholar, Google Trends and IBM SPSS).
- **Optimised proposal structure and visual presentation** using Canva, ensuring clear, professional communication of complex ideas to executives and co-founders.

Achievements:
- Praised by the startup co-founder for a rigorous, detail-rich project plan now serving as the blueprint for their next milestone.

GenAI Prompt Consultant

Online/Remote work   Nov 2024 - Current Date

- **Critically prompt engineered to assess open-source AI models' limitations**, following an objective assessment framework (THE-ARC; Tone, Helpfulness, Efficiency/Conciseness, Accuracy, Relevance, Clarity) - thoroughly pinpoint, compare, and rank the strength & weakness, and robustness of the models. Providing useful insights for AI self-recalibrations and AI engineers' manual interventions.
- **Applied psycho-behavioural analysis through UX research and lived-experiences** to ensure relatability and reliability to specific users' intentional use cases, AI knowledge, knowledge areas, language literacy, and user behaviours. Building a behaviourally adaptive AI model to 'Humanise' user and AI's interactions for more effective and satisfactory output.
- **Worked on 40+ projects, excelled in a hybrid work environment**, showcasing reliable time management, multitasking, and the ability to balance shifting priorities to meet deadlines and deliver consistent, high-quality outcomes.

- RMIT Micro-credential – Intrapreneurship: The Intrapreneur's Roadmap Cluster (2024)

- RMIT Plus Student Ambassador Program – Certificate of Completion (2024)

- LinkedIn Learning & Google – Advance as a Digital Marketing Specialist (2023)

- Microsoft & LinkedIn Learning – Career Essentials in Generative AI (2023)

- National Association of State Board of Accountancy (NASBA) – Creating Your Personal Brand (2023)

- Google Digital Garage – Fundamentals of Digital Marketing (2023)

- RMIT Micro-credential – Intrapreneurship (The Intrapreneurship's Roadmap Cluster) (2023)

- RMIT Hybrid Learning Short Course – Developing Global Leadership (2023)

- RMIT & ©Common Purpose Certificate of Completion: Melbourne Open Doors Program (2023)

- Kansai University (関西大学): Winter School Program Completion (2023)

- RMIT Online Learning Short Course – Global Leader Experience (2022)

- RMIT Micro-credential Certificate of Completion: Blockchain for Business (2022)

- RMIT University – RMIT School Leaver Scholarship (2022)

- Short Courses Australia (SCA) – RSA and Food Safety Certified Worker (2021)

- Victorian Gambling and Casino Control Commission (VGCCC) & Short Courses Australia (SCA) – Responsible Service of Alcohol Program (RCA) (2021)

- Werribee Secondary College (WSC) – VCE All- Rounder Award (2021)

- Werribee Secondary College (WSC) – VCE Music Performance Award (2020)

- Universal School of Music and Asian Business Association of Wyndham – Top 20 Award for Wyndham Rising Star Competition (2019)

- Werribee Secondary College Army Cadet Unit (WSCACU) – Army Cadet Unit Certificate (2018)

Xolvit and VTAC | SDG 4 Challenge - Successful Xolver 2024

Onsite – VTAC Headquarter, Melbourne CBD　　　　　　　　　　　　　　　Feb 2024 - Apr 2024

- **Collaborated with VTAC and Xolvit executive teams** to assess project feasibility and co-develop an operational plan for implementation, showcasing cross-functional teamwork and strategic planning.
- **Self-directed video editing using CapCut** to create a compelling video-format project proposal, reflecting adaptability, self-directed learning, and creativity.
- **Led the development of a business proposal addressing SDG challenges**, demonstrating leadership, innovation, and a commitment to social impact through structured problem-solving.

  Achievements:
  - **CEO-Endorsed Internship Offer – VTAC Collaboration (2024)**

Kansai University | Winter School – Global Exchange Program 2023

Onsite – Kansai University (Kansai, Osaka)　　　　　　　　　　　　　　　Jan 2023 - Jan 2023

- **Selected for a prestigious RMIT-affiliated global program** to explore entrepreneurship and business culture in Osaka, Japan's mercantile capital, reflecting international recognition and academic excellence.
- **Developed and presented innovative solutions to real-world business challenges**, showcasing critical thinking, creativity, and applied problem-solving.
- **Collaborated in a multicultural team environment** and completed a Japanese language course (Survival Level), demonstrating cultural adaptability and strong cross-cultural communication skills.

Private Tutor (Year 7, Year 12 VCE & IB)

Onsite – Lunar Academy, Point Cook, Melbourne　　　　　　　　　　　　　Jun 2023 - Dec 2024

- **Conducted behavioural assessments and progress evaluations** through an empathetic teaching style to identify learning gaps, develop evidence-based improvement strategies and guides, and monitor results through structured reporting. While empowering or restoring students' drive towards learning and confidence in their life progression.
- **Designed and executed tailored academic programs** for primary to senior students, integrating psychological and emotional empathy, with cognitive learning frameworks to improve knowledge retention, moods and motivation, and performance outcomes.
- **Managed session planning, scheduling, and stakeholder communication** to ensure efficiency, accountability, and clear progress alignment between students and parents. With strong integration of encouragement strategies for active parental engagement in sustaining their child's learning habits and motivation.

Achievements:
- Successfully guided a linguistically challenged student who achieved selection into the Victorian High-Ability Program (VHAP) in English through tailored learning strategies and behavioural motivation techniques.

VOLUNTEERING IMPACTS

RMIT | Peer Mentoring

Hybrid – RMIT Melbourne CBD Campus　　　　　　　　　　　　　　　　　　2022 - 2024

- **Provided individualised academic and personal mentorship** to peers across eight psychology and technology subjects, adapting to diverse learning styles.
- **Helped mentees develop resilience, confidence, and problem-solving skills**, improving their academic outcomes and wellbeing. Facilitated smooth transitions for first-year students, offering guidance on navigating university systems, balancing study and life, and accessing resources.
- **Appeared in RMIT medias on graduates' success story**, recognising my leadership values through volunteerism as the contributing source to professional growth and success.

RMIT+ | Student Ambassador

Onsite – RMIT Melbourne CBD Campus　　　　　　　　　　　　　　　　　　2023 - 2024

- **Engaged students and industry professionals through promotional and networking events,** encouraging participation in employability and professional development programs.
- **Delivered and managed workshops and facilitated discussions** on career readiness, leadership, and networking skills.
- **Acted as the public face of RMIT Plus media**, appearing in marketing materials and maintaining a welcoming, professional presence at university events.

RMIT | Student Staff Consultative Committee (SSCC)

Onsite – RMIT Melbourne CBD Campus　　　　　　　　　　　　　　　　　　2023 - 2024

- **Represented student concerns to academic and administrative staff,** advocating for more inclusive and student-centred policies.
- **Collected and synthesised feedback from diverse cohorts,** ensuring underrepresented voices were heard in decision-making processes.
- **Contributed to actionable proposals that enhanced the learning experience,** fostering stronger trust and communication between students and faculty.

RMIT University Malaysian Association (RUMA) | Activity Officer

Onsite – RMIT Melbourne CBD Campus　　　　　　　　　　　　　　　　　　2022 - 2023

- **Organised and coordinated cultural, social, and networking events** to foster connection among Malaysian and international students in Melbourne environment.
- **Collaborated with committee members** to plan engaging programs that promoted multicultural understanding and community spirit.
- **Managed logistics, communications, and event promotion,** ensuring high participation and positive feedback from attendees.

PROJECTS

- **Sonus Anima Intelligentia (SAI): AI-Driven, Self-Regulated Music Therapy Tool (2025)**
  *Self-Directed Research, Development, and Analysis | **Work In Progress***

- **RMIT CIAIRI: Systematic Literature Review & Big Data Analysis for ADOPTIC AI Measurement Tool (2024- 2025)**
  *PhD Research Support | **Completed***

- **VTAC: Pathway Tool & Course Selection UX/UI Transformation (2025)**
  *UX and UI Research & Design | **Completed***

- **RMIT CIAIRI & RACE Team: UI Design Tools for Research Grant Applications (2024)**
  *UI Development & Research Support | **Completed***

- **UNIQLO and FastRetailing GMP: Global Market Analysis & Strategic Branding Proposal (2024)**
  *Market Research & Business Strategy | **Completed***

- **YakBit AI: Technology Advancement Strategy Development (2024)**
  *Marketing Strategy Research & Innovation | **Completed***

- ***VTAC & Xolvit Collaboration: SDG 4 Innovation Proposal & Strategic Implementation Plan (2024)***
  *Cross-Functional Collaboration & Strategic Planning | **Completed***

- **Kansai University Winter Exchange: TravPac Smart Travel Device – Innovative Solution Pitch Competition (2023)**
  *Innovation Pitch | **Completed***

LANGUAGES

English – *Native or Bilingual Proficiency*

Mandarin – *Limited Working Proficiency*

Cantonese – *Limited Working Proficiency*

Japanese – *Beginner Proficiency*

RMIT Badminton Club (RBC) — Club Promoter

Onsite – RMIT Melbourne CBD Campus   2022 - 2024

- **Developed and executed multilingual promotional campaigns** that doubled club membership over consecutive semesters.
- **Designed creative posters, social media graphics, and a new club logo** that strengthened the club's identity and appeal of a friendly, social sports club. Outreaching students from all year levels and universities across Melbourne through inter-uni events, inclusive messaging, and community-building strategies.
- **Actively acted as a welcoming ambassador for the club,** engaging with prospective members and building a strong, vibrant, inclusive community.

Werribee Secondary College Student Leadership (WSCSL) | International Student Advocate

Onsite – Werribee Secondary College, Werribee   2018 - 2021

- **Amplified student voices** by successfully advocated for international students' needs, and directly communicating their concerns to the appropriate superiors, actualising improved support services and greater cultural inclusion in school programs.
- **Bridged cultural divides** through designing and leading initiatives fostering social and cultural understanding and collaboration between local and international students with cultural awareness events, strengthening community cohesion.
- **Role model for peers** from being recognised as a visible, strong-willed, and trusted leader among international and local students, inspiring others through example.

Achievements:
- **Recognised for leadership and advocacy with the Year 12 All-Rounder Award at graduation (2021).**