# EXPLORING SOFTWARE ENGINEERING CAREERS AT AIRASIA

A Journey of Innovation and Success

## INTRODUCTION

The industry talk was organized by the Industrial Training Committee and industry experts from AirAsia Digital. It aimed to expose student especially those who currently on third or forth year to real world software engineering practices, career pathways and internship opportunities.

## EXECUTIVE SUMMARY

This talk provide students an insights into software engineering careers at AirAsia Digital. Industry experts shared real experiences, company culture and internship opportunities. This industry talk also highlighted AirAsia's digital transformation and the skills required to succeed in software engineering field.

## AIRASIA'S DIGITAL TRANSFORMATION

- Evolved from a low cost airline into a technology driven digital company.
- Development of the AirAsia Super App.
- Expansion into logistics (Teleport), fintech (BigPay), and digital learning (RedBeat Academy)

## WORKPLACE CULTURE

- Work from home as standard practices.
- Maintaining work-life balanced.
- Diverse and inclusive workforce.
- Strong emphasis on communication and collaboration.

## INTERNSHIP & CAREER OPPORTUNITIES

- Internship application open year-around.
- Importance of relevant coursework and projects.
- Exposure to real world systems and problems.

## LIFE OF A SOFTWARE ENGINEER AT AIRASIA

- Team-based development environment
- Daily stand-up meetings
- Code reviews to ensure quality and best practices
- Structured software development processes

**HAZILEN FIONA FRANCIS**
A25CS0231

**AZAAM AHMED DIGALE**
A24CS4092

**WAN NUR ANIS DAYANA BINTI NORFADIZ**
A25CS0374

**NISHAT TABASSUM**
A24CS4101

## REFLECTION

The talk provided useful insights into software engineering careers at AirAsia and showed how the company has grown into a digital organization. I learned that software engineers work closely in teams, follow structured development processes, and continuously improve through code reviews. The speakers also highlighted the importance of soft skills such as communication, passion, and willingness to learn. Overall, the session motivated me to better prepare myself for internships and future careers in software engineering

**IMPROVE OPERATIONAL EFFICIENCY**