

JOSEPH CHAN ZHE MING

AI COMPUTER SCIENCE



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SARAWAK

SKILLS

TECHNICAL SKILLS

- Programming: Python, C++, Java, C#, JavaScript, HTML, CSS
- Machine Learning: TensorFlow, Keras, Scikit-learn
- Data Science: Analysis, Predictive Modeling, Statistical Analysis
- Web Development: React, Shopify
- Cloud Platforms: AWS, Google Cloud
- Tools: Git, Docker, Jupyter Notebooks, VSCode

MARKETING & CREATIVE SKILLS

- Digital Advertising: Meta Ads Campaign Management
- Email Marketing: Klaviyo Flows & Figma Design
- Product Research & Competitive Analysis

SOFT SKILLS

- Project Management
- Problem Solving
- Effective Communication
- Adaptability

LANGUAGE SKILLS

- English
- Mandarin
- Bahasa Melayu

PROFILE

Proactive AI Engineer with expertise in machine learning, data science, and software development. Skilled in Python, TensorFlow, and cloud computing, with experience in predictive models and scalable applications. Developed a job portal using Frappe, resolved casino machine issues, and optimized Shopify websites while managing Meta Ads and Klaviyo email flows.

EDUCATION

COMPUTER SCIENCE (ARTIFICIAL INTELLIGENCE) BACHELOR'S DEGREE

Asia Pacific University of Technology & Innovation (APU)

2020 August - 2023 December

CGPA: 2.90

DIPLOMA IN ELECTRONIC ENGINEERING

Riam Institute of Technology

2017 May - 2019 August

CGPA: 2.95

SIJIL PELAJARAN MALAYSIA (SPM)

Riam Road Secondary School in
2016

CERTIFICATE

META CERTIFIED DIGITAL MARKETING ASSOCIATE

Issued by Meta

KLAVIYO DELIVERABILITY CERTIFICATE

Issued by Klaviyo

EXPERIENCE

E-COMMERCE AND DIGITAL MARKETING SPECIALIST

Lucas Kong Creative ALP

2024 August - 2025 February

- Designed, customized, and maintained e-commerce websites using Shopify to enhance user experience and improve conversion rates.
- Strategically managed Meta Ads campaigns, optimizing performance through audience targeting, creative testing, and budget management to increase brand visibility and sales.
- Conducted comprehensive product research, evaluating functionalities, pricing strategies, and competitive landscapes to support product development and marketing initiatives.
- Designed visually appealing and engaging email templates and flows using Klaviyo and Figma to nurture customer relationships and boost sales.
- Edited and enhanced product images and marketing visuals for e-commerce listings and promotional materials, ensuring a cohesive brand identity.
- Monitored and analyzed key e-commerce and marketing metrics to improve campaign effectiveness and inform strategic decisions.

SOFTWARE PROGRAMMER (INTERNSHIP)

Selangor Human Resource Development Centre

2022 August - 2022 December

- Developed and deployed a job portal website using the Frappe framework integrated with ERPNext for backend management.
- Programmed backend functionalities in Python and designed interactive features using JavaScript.
- Collaborated with team members to troubleshoot and optimize system performance.
- Ensured secure and scalable deployment of web applications through code best practices.

TECHNICIAN (INTERNSHIP)

Genting Malaysia Berhad

2019 May - 2019 August

- Managed and prioritized job orders provided by the admin for casino table machine maintenance.
- Diagnosed and resolved issues on casino table machines to ensure smooth operations.
- Provided timely service and maintenance to meet operational deadlines and minimize downtime.
- Documented maintenance activities and reported complex issues to senior technicians for escalation.

PROJECT

TITLE: IMAGE RECOGNITION WITH AI

1. Project Overview:

- Developed "Image Insight," a web application leveraging AI to analyze and extract insights from images, including image captioning and object detection.

2. Technologies and Tools:

- Utilized cutting-edge AI and machine learning techniques, including Convolutional Neural Networks (CNNs) and natural language processing (NLP).
- Implemented using frameworks such as TensorFlow/PyTorch for model training and Streamlit for web application development.

3. Model Development:

- Leveraged OpenAI API: Utilized OpenAI API for sophisticated image recognition and object detection, ensuring accurate analysis and efficient processing of images.
- Integrated AI models capable of generating descriptive captions and identifying key objects within images.

4. User Experience:

- Created an intuitive user interface allowing seamless image uploads and personalized user interactions.
- Incorporated theme customization features to enhance user engagement.

5. Performance and Testing:

- Conducted extensive unit testing and model performance evaluation, achieving high accuracy in various test scenarios.
- Optimized application performance to handle large-scale image data efficiently.

6. Challenges and Solutions:

- Addressed AI model limitations by continuously refining algorithms and incorporating the latest research advancements.
- Focused on improving model precision and relevance of generated insights.