SHU YI LEE

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Education

Sunway University, Lancaster University   Aug 2018 - Aug 2021
Bachelor of Software Engineering (Honours), First Class Honours

Research & Technical Project Experience

Credit Scoring under Current Economic Climate | Juris Technologies Malaysia
• Performed cleaning, clustering, and visualization techniques on large customer dataset from p2p site with Python, SAS, and Jupyter Notebook
• Achieved 87% and above accuracy in data modelling using KNN, Random Forest, Logistic Regression, Neural Network to demonstrate loan predictive performance of macroeconomics data
• Presented and analyzed market trends to address business needs of the current economic market

Networked Haptic Media Research | Malaysian Communications and Multimedia Commission
• Researched haptic ecommerce product development and conducted interview on visually impaired users

Cryptocurrency Whale Tracker & Cryptocurrency Exchange Web App
• Developed web app and tracker using Ether.Js, HTML, CSS, Javascript, Truffle and Node.JS

GoFundMe Web3 Dapp & Real Time Exchange Rate Retriever with Solana (Work in Progress)
• Rust, Javascript project as part of Solana Blockchain Developer Bootcamp assignment on Udemy

Key Skills

Product: Agile Software Development | JIRA | Confluence | A/B Testing
Web Development: React.JS | Typescript | Javascript | TailwindCSS | Vue.JS | Node.JS | Angular
Data Analytics: Python (NumPy, Pandas, Scikit, Keras) | Power BI | Looker | Jupyter | SAS | MySQL | R
Cloud Technologies: Microsoft Azure | Google Cloud Platform
Design: Adobe Illustrator | Adobe Photoshop | Figma

Professional Experience

Ernst and Young Consulting (Asia-Pacific)   Kuala Lumpur, Malaysia
Technology Consultant – Data and Analytics   May 2022 – Present
• Designed and developed data visualizations dashboards using Power BI for a public utility client to analyze and improve daily operational performance and condition across Malaysia
• Performed data cleaning, transformation, quality check and exploratory analysis in Python and SQL
• Coordinated user story interview and planned analysis based on business needs from stakeholder

Technology Consultant – Digital Transformation   Sep 2021 – May 2022
• Designed and developed roadmap and web portals for a Malaysian financial agency from scratch with an accumulative of over 1million users monthly
• Designed and developed job application and administration portals to help more than 80,000 citizens in job search and ease the job recruiting process of more than 50 government linked companies and ministries using Vue.JS, Node and Javascript under an initiative worth RM1.8 billion
• Assisted in the national recovery plan and streamlined delivery of more than 100 SOPs for the COVID-19 pandemic under different phases
• Growth website traffic by 125% by implementing SEO optimization, improving navigation, and creating interactive features to measure public sentiment and guide policy making
• Spearheaded UAT test and effectively articulated change requests to internal and external parties
• Participated in cross-functional teams to assess and analyze functional requirement for the digital transformation project in the Guam state
• Advised in digital transformation proposal for the state principal institution in Johor

X10 Media Singapore
Community Manager (Freelance)

Singapore & Malaysia
Jan 2021 – Sep 2021

· Led content creator community, achieved 200% growth that leads to higher profile match to merchant
· Coordinated >10 strategic social media campaigns to drive brand awareness and social engagement
· Established good relationship and maintain constant communication with >300 content creators

Setel Ventures (Petronas Dagangan Berhad)
Full Stack Engineering Intern - Payment Team

Kuala Lumpur, Malaysia
Dec 2020 – Mar 2021

· Work in agile team with product, test, engineering leads to solve user needs using JIRA, Slack tools
· Engineered and tested digital wallet features using Angular, JavaScript, React, Node.JS, AWS, Selenium

HOME Lab & HUMAC Lab, Sunway University
Research Assistant - Project Management

Kuala Lumpur, Malaysia
`   Jan 2019 – 2021

· Planned and documented research project development
· Provided leadership and training to new students for Combat Robot Competition
· Supported 2019 IEEE International Symposium (HAVE Conference) as student volunteer

Co-founder
Unicore

Kuala Lumpur, Malaysia
Aug 2019 – 2020

· Founded startup which focuses providing effective solution for university student experience
· Participated in all aspects of product and business development to ensure vision was followed
· Pitched and won 1st runner-up of Berkeley Startup Bootcamp and Sunway Business Idea Challenge

Virtual Experience

Visa Token Service Technology
· Performed Cards Authentication using Visa's Token Services API

JPMorgan Chase & Co. Agile Program
· Assessed fintech software development processes effectively on JPMC Scrum team case study

Microsoft Engineering: Undergraduate & Masters Asia Program
· Participated in Microsoft's fast track development program to gain hands on experience on product planning and software engineering using Microsoft's services

Awards & Certification

· EY Blockchain Bronze Badge
· L'Oréal Brandstorm Influencer Award
· Roots and Shoots Award 2021
· 1st runner-up of Sunway Business Challenge 2019
· 1st runner-up of UCBerkeley BMoE Bootcamp
· Jeffrey Cheah Foundation Scholarship
· 4th place of Sunway-Lancaster Make It Challenge 2019
· Finalist of Nasa Space Apps Challenge 2019

· Microsoft Azure: AZ-900 Certification
· Google Cloud Big Data and Machine Learning Fundamentals
· AWS Academy Graduate: AWS Academy Cloud Foundations
· Harvard University Edx: Entrepreneurship in Emerging Economies
· University of California, Berkeley EdX: Blockchain Fundamentals
· Boston University EdX: Product Management

Community Involvement

Instructor, Money and Me Youth Financial Empowerment Program by The Edge Foundation

Founder, The Sparkle Fairies – Community Advocacy Project for Children STEM Education

Judge, NFTE World Series of Innovation 2022 & Enactus World Cup 2022

Mentor, Enactus FY22

Notetaker, EY Entrepreneur of the Year 2022

Research Analyst, Roots and Shoots Foundation Malaysia

Embassy, BitDAO Community Ambassador Program