

# CHAM LI HUI

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[Website](#) | [LinkedIn](#) | [GitHub](#) | [Medium](#)

## 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, two specialisations in Machine Learning & Marketing Analytics, one minor in UI/UX Design. GPA: 4.37 / 5.00
- **Internship Availability: May-Nov/Dec 2024 Full-time (6 months)**
- NUS ASEAN Undergraduate Scholar | Top Student Award in Application Systems Development
- Coursework : Data Management and Visualisation, Econometrics Modelling, Optimisation and Computational Methods, Natural Language Processing, Data Structure and Algorithm, Visual Communication Design (Adobe Creative), UX Design

University of North Carolina at Chapel-Hill (United States)

Jan 2024 - Now

- Representing NUS as an outgoing exchange student for Spring 2024 term at UNC.
- Coursework : Search Engine Optimisation (SEO), Visual Recognition with Transformers, User Experience Strategy (Figma)

## WORK EXPERIENCE

NUS Computing, Data Analyst Intern

Dec 2023 - Now

- Worked on social media and website analytics using platform tools such as Google Analytics 4 and Meta Business Suite.
- Visualized data using Python, Excel and Power BI to propose actionable insights and monthly strategy to stakeholders.

Switcho Labs, Software Engineer Intern

May 2023 - Oct 2023

- Developed FinTech applications - [Demex](#) components and [Fluo](#) Dashboard using React (HTML & CSS), Typescript and Material UI; collaborated with a 20-people team of designers, developers and product managers.
- Built and tested functional components of Fluo with integrated backend smart contracts and frontend state management in 3 months, leading to a presentation of Fluo codebase to 10 junior developer interns.

Residential College 4, Residential Assistant

June 2023 - Dec 2023

- Trained in conflict resolution, policy enforcement and first-aid response with two other RAs to support a house of 120 residents.
- Built a sense of community and inclusive living through organising welfare activities and level event.

The Straits Times, Data Visualisation and Developer Intern

Dec 2022 - Jan 2023

- Migrated scrollY and parallax components written in Vue.js to Svelte codebase, reducing 63% of page loading time.
- Translated over 20 video clips from Chinese and Malay to English in 24 hours to publish [a breaking news](#).

## PROJECTS

Credit Card Default Prediction, Data Science

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 considerations of overfitting and speed of computation.

Stand-up Comedy Analysis, NLP

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, Product Management

Jan 2023 - May 2023

*Oversaw a software engineering project development using Agile framework as a 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 & CO-CURRICULAR ACTIVITIES

- Basketball Club Founder & Captain (2021-22), Sports Director (2022), RC4 Student Ambassador (2023), [Student Life Award](#).
- Frontend Developer at NUS Google Developer Student Club for Project Mercy Relief. (2022-23)

## TECHNICAL SKILLS

- **Data Science & ML Techniques** : Classification, Regression, NLP, Computer Vision, Reinforcement Learning
- **Programming & Software Engineering** : Python, R, MATLAB, Java, JavaScript / TypeScript, SQL, React, Vue.js
- **UI/UX Design** : Figma, Adobe Illustrator, InDesign, Photoshop, User Research, User Interview, Prototyping