CHAU SHYANG CH'NG

Data | Product | AI

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SUMMARY

Seasoned data lead with a proven track record in establishing and guiding a data team and infrastructure from the ground up. Skilled in orchestrating a team of data scientists and engineers to integrate data-driven products with business operations seamlessly. Demonstrated success in leading the DE and DS team to bring AI models and data tools to production, delivering data solutions that significantly boost business and operational efficiency.

EDUCATION

University Tunku Abdul Rahman

Bachelor's Degree in Actuarial Science
2010 – 2015

SKILLS

Data Analysis
- Python • SQL • Tableau
- Product Analysis • A/B Testing
- Business Intelligence

AI & Machine Learning
- NLP • Recommendation • LLM
- PyTorch • Machine Learning

Data Engineering
- Airbyte • Mage.ai • DBT • Snowflake
- Database Design • Docker

Product Management
- Agile-scrum • Sprint planning
- Strategic thinking • Problem-solving

Front-end
- Java script • Next.js • Tailwind

PROFESSIONAL EXPERIENCE

Data & AI Lead

Hiredly Group | Dec 2023 - Present

- **Team Leadership and Restructuring:** Led a team of 4 to reforge the AI, data engineering, business intelligence (BI), and product analytics teams, enhancing operational efficiency and team productivity.
- **AI Tools and Architecture Redesign:** Overhauled the data AI tools and architecture, significantly boosting workflow efficiency and enabling the team to operate at twice the previous speed.
- **Innovative AI Engine Development:** Designed and launched a Gen-AI powered Retrieval Augmented Generation (RAG) recommendation engine, pioneering new capabilities in automated content recommendation.
- **LLM Operations Optimization:** Streamlined Language Model Operations (LLMOps) to efficiently manage the lifecycle of large language model (LLM)-powered applications, ensuring seamless deployment and maintenance.
- **Data Product Management:** Serve as the product owner for all algorithmic and data-centric products, overseeing the delivery and ensuring these solutions drive significant business impact.

Lead Data Product Manager

Biomark | Oct 2022 - Dec 2023

- **Team Development:** Formed and led the data team, building data engineering, business intelligence (BI), and product analytics functions from the ground up. Drove the adoption of modern data stack (Snowflake, DBT, Airbyte, Prefect).
- **AI Product Ideation:** Created an AI-driven prototype for health report extraction and summarization, leveraging a Language Model-powered Retrieval-augmented Generation (RAG) system to innovate health data extraction and analysis.
- **Event Tracking Implementation:** Developed a thorough events tracking plan to monitor consumer and business interactions with the digital platform. Identified and resolved key performance gaps, enhancing engagement and satisfaction.
- **Data Product Delivery:** Designed and produced corporate health summary reports and population health analyses for B2B clients, offering critical insights for decision-making and health strategy formulation.

PERSONAL PROJECTS

- AI Medical Agent (github.com/cshyang/langchain-pdf-medical-agent)
- Mini Product Recommender (https://github.com/cshyang/mini-product-recommender)
- AI Todo Sumamry (https://github.com/cshyang/ai-todo-summary)
- Netflix Clone (netflix-clone-4c05e.web.app)
- Deep Learning - Fashion GAN (github.com/cshyang/deep-learning-tutorial/blob/main/fashion-gan.ipynb)

PROFESSIONAL EXPERIENCE

AI Product Manager

MoneyLion | May 2021 - Oct 2022

- **AI Strategy and Leadership:** Led AI and data science at MoneyLion's Financial Marketplace and Content Feed, developing strategies that enhanced product innovation and alignment with long-term goals.
- **Data-Driven Development:** Directed hypothesis-driven development, utilizing rigorous **product decision science framework** to refine product features and adapt to consumer behavior, enhancing user interaction.
- **Product Prioritization:** Managed product backlogs and communicated effectively with stakeholders, ensuring project transparency and strategic alignment across the teams.
- **AI and Data Product Launch:** Shipped an AI-powered product **recommendation engine**, significantly improving user experience and boosting engagement and revenue.

Lead Country Market Analyst

Grab | Jan 2019 - Dec 2020

- **Advanced Analytics:** Crafted **multi-touch attribution models**, **RFM**, and a promotional **impact analysis framework** to refine marketing strategies.
- **Process Optimization:** Engineered a Campaign Analysis Framework that automated processes, slashing time and effort by 70%.
- **Dashboard Development:** Developed user-focused reports and dashboards with **Tableau** and **Holistic.io**, boosting the team's decision-making capabilities.
- **Strategic Collaboration**: Interpreted and converted complex data into actionable insights, working closely with vertical leads (GrabFood, GrabPay, GrabCar) to align strategies with business goals.

Digital & Analytics Consultant

Artefact | July 2017 - Nov 2018

- **Led A/B testing** and analytics-driven strategies, enhancing decision-making efficiency by 30%.
- Managed the **Google Tag Manager** implementation and website tagging for five brands across 30+ websites in eight countries, integrating engagement metrics with **GA360** and Looker Studio for real-time insights.
- Engineered an **automated data workflow utilizing Zapier, JavaScript, and Python**, enhancing operational productivity.
- Halved the team's reporting time by developing automated dashboards and integrating **Supermetrics with Google Data Studio**.

Digital Media Analyst

Persuasion Technologies | August 2015 - July 2017

- Reduced Cost Per Lead (CPL) and Cost Per Acquisition (CPA) by 30% through targeted **A/B testing**, audience segmentation, copywriting enhancements, and attribution model adjustments.
- Conducted thorough audits using **Google Analytics**, identified actionable insights, and performed **SEO** evaluations to strengthen digital campaigns.
- Led initiatives in advance customer clustering and segmentation using **machine learning** to refine marketing strategies and targeting.