

Edmund Phuang Xuan Kang

+65 9815 3507 | xk.phuang.2009@smu.edu.sg

<http://www.zelcadence.com>

ACADEMIC QUALIFICATION

Singapore Management University

Degree in Information System Management (BSc), Major in Advanced Business Technology (Aug 2009 – Present)

- **Modules:** Data Management, Object-Oriented Application Development, Software Engineering, Process Modelling & Solution Blueprinting, Enterprise Integration, Information Security & Trust
- **Programme:** Microsoft Student Partner
- **Expected Date of Graduation:** Apr 2013

Nanyang Polytechnic

Diploma in Interactive Digital Media (Jun 2004 – Jun 2007)

- **Modules:** Communication Skills, Project Management, Web Development, Visual Effects, Motion Graphics

LANGUAGES, SKILLS AND SOFTWARE PROFICIENCY

Languages: Fluent in conversational and written English and Mandarin

Technical Skills: Proficient in PHP, JAVA, MySQL, ActionScript, HTML, XML, CSS

Software Proficiency: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Flash

ACHIEVEMENTS AND AWARDS

codeXtremeApps - Application Development Competition 2011

Hosted by Infocomm Technology Standards Committee (ITSC) (Jul 2011)

- Silver Medal in Open Category
- Developed an online application that allows two-way booking of taxis on a map with live taxi and passenger movement. Supports taxi pooling and incident sharing. Coded in PHP language.

SLA Spatial Challenge – GIS Application Development Competition 2011

Hosted by Singapore Land Authority (SLA) (Jul 2011)

- Bronze Medal in Open Category
- Special Prize: Potential Business Product
- Developed an online application that allows easy understanding of taxi movement in Singapore via an interactive and animated map and arrows, alongside an intuitive statistical graph. Coded in PHP language.

codeXtremeApps - Application Development Competition 2010

Hosted by Infocomm Technology Standards Committee (ITSC) (Jul 2010)

- Bronze Medal in Open Category
- Developed an online advisor that retrieves live camera feeds from traffic cameras and advices on alternative routes. Coded in PHP language.

International Monetary Fund - Website Development Competition 2007

Hosted by International Monetary Fund (Feb 2007)

- Gold Medal in Open Category
- Developed an animated website to raise awareness of world poverty. Designed and scripted in Flash.

World Skills Competition - Website Development Competition 2006

Hosted by World Skills Competition (Jul 2006)

- Silver Medal awarded by President of Republic of Singapore, S.R Nathan
- Developed a travel themed website for 'Yokoso! Japan 2007'. Coded in PHP language.

Media Coverage

- Featured as The Award Winner of 2006 by The Straits Times (August 2006)
- Interviewed on Channel News Asia news for sharing perspective on Singapore's Future in Interactive Media (August 2006)

Professional Certification

- Adobe Certified Web Developer (Jun 2006)

RELEVANT EXPERIENCE

Khoo Teck Puat Hospital (Alexandra Health)

Business Process Analyst, Geriatrics Medicine (Operations) (Apr 2011 – Aug 2011)

- Addressed the problem of nursing shortage through ground observation, trend analysis and solution modelling supported by both management, educators and ward team

Singapore Management University

Research Assistant, Information Systems (Apr 2010 – Aug 2010)

- Developed web application "Management of Development Environment" to integrate Mantis Bug-tracker and Subversion, used by students and faculty members to manage projects
- Modified open source applications to allow single sign-on authentication with SMU authentication database

Teen Challenge Charity Organisation

Publication Manager, Events Department (Aug 2009 – Feb 2010)

- Managed marketing department
- Developed promotional website and online ticketing system

Hype Records

Album Designer, Art Direction (January 2010)

- Designed Asian Idol and Singapore Idol, Hady Mirza's song album and collatorals

OmniTouch International

Database Designer, Quality Assurance (Mar 2007 – Jul 2007)

- Developed and managed over a thousand mystery shoppers' evaluations for major Singapore telecommunication companies which includes SingTel, StarHub and M1
- Evaluations are analysed and used to improve business processes

Nanyang Polytechnic

Development Technologist, Interactive Digital Media (Jan 2007 – Sep 2007)

- Developed "Assignment Management System" to manage creation, submission and collation of assignments over 3 months, used by over 250 students and faculty members
- Worked on commercial projects innovated and/or contracted by NYP

Intern, Interactive Digital Media (Jan 2006 – Mar 2006)

- Developed interactive flash game for MediaCorp Television Broadcasting
- Gained insight into a wide spectrum of media operations which includes stakeholder interest, research and platform integrations

International Monetary Fund & British High Commission Singapore

User Experience Designer, Digital Art Direction (August 2006)

- Decorated events of IMF and BHCS with digital animated ambiance

EXTRA-CURRICULAR ACTIVITIES

SMU Information Systems Society

Executive Committee, Marketing (Jan 2010 – Dec 2010)

- Led a team of 15 executives in marketing strategies, as well as oversee collateral creation
- Represented SMU at Singapore Computer Society's (SCS) Gala Dinner for Industrial Leaders
- Organised SCS Dialogue Session with Infocomm Development Authority of Singapore (IDA)
- Collaborated with SMU Office of Career Service to market school events and dialogue sessions
- Marketed promotional campaigns for sponsors, such as StarHub, SingTel, Nescafe and FujiFilm

NYP Internet Club

President (Jul 2004 – Jul 2005)

- Led a team of 6 executive committee members and 50 club members in running I.T related school events
- Hosted 2 inter-school I.T competitions at primary and secondary school level
- Wrote and conducted weekly lessons on Development of Interactive Applications, over a span of one year