



Hi. I'm *Zulykha.*



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EDUCATION

MASTER OF DATA SCIENCE (COURSEWORK). UNIVERSITI MALAYA.

- Research Topic: Exploring Period Poverty in Malaysia Through Narrative Visualization using CRISP-DM.
- Major in Data Mining, Big Data Management, Machine Learning with minor in Network and Security and graduated with a CGPA of 3.93 (Distinction).

BACHELOR OF SCIENCE WITH HONOURS. UNIVERSITI MALAYSIA SARAWAK.

- Research Topic: Development of a Mobile Application for Hiring People with Disabilities
- Graduated with a CGPA of 3.59 (First Class Degree) with major in Cognitive Science, Statistic, Artificial Neural Networks, Database Management, Artificial Intelligence and minor in Computer Graphics and Web Programming.

FOUNDATION IN SCIENCE. KOLEJ Matrik SELANGOR.

- Major in Biology, Chemistry, Physics, Mathematics and graduated with a CGPA of 3.41.

WORK EXPERIENCE

SENIOR ASSISTANT. INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES (IFRC).

Present - Sep 2023

- Spearheaded the development of a comprehensive monitoring system for IT services across the federation, enhancing efficiency and accountability.
- Led the establishment of the Digital Transformation Community of Practice, fostering collaboration and knowledge sharing among stakeholders and maintained active engagement within the global humanitarian network.
- Organized regular data and digital practitioner meetings to facilitate networking, knowledge exchange, and skill enhancement among team members and external stakeholders.

DATA SCIENTIST. NATIONAL STRATEGIC COORDINATION AND ECONOMIC IMPLEMENTATION AGENCY.

Aug 2023 - Jan 2023

- Pioneered the establishment of a data science unit within the Big Data and Analytics department, driving innovation and excellence in data-driven initiatives.
- Executed notable projects including sentiment analysis using advanced techniques such as BERTopic and TextBlob on social media data across diverse domains.
- Developed predictive models to identify potential recipients for cash assistance programs, optimizing resource allocation and enhancing decision-making processes.

BUSINESS DATA ANALYST. NATIONAL STRATEGIC COORDINATION AND ECONOMIC IMPLEMENTATION AGENCY.

Dec 2022 - Nov 2021

- Implemented restructuring of data collection and visualization methods for One Stop Centre initiatives under the Malaysian Ministry of Finance, enhancing efficiency and accuracy
- Designed and developed tailored data requirements and templates for seamless integration and standardization across government initiatives.

MYVAC VOLUNTEER. MALAYSIAN MINISTRY OF YOUTH AND SPORTS.

August 2021 - April 2021

- Aided in the registration process of recipients utilizing the MySejahtera and MyVAS systems during the national COVID-19 vaccine rollout.
- Provided troubleshooting support for system bugs as needed to ensure smooth operations throughout the vaccination campaign.

TEACHING ASSISTANT. UNIVERSITI MALAYSIA SARAWAK.

Jun 2021 - Jan 2018

- Conducted multiple tutorial classes over a four-year period, covering topics such as Java for mobile computing using Android Studio, Discrete Mathematics, Basic Programming, and Calculus within the Faculty of Cognitive Sciences and Human Development.
- Created comprehensive lesson plans and instructional materials for courses in Cognitive Psychology and leveraging COGLAB software to facilitate cognitive experiments.

A W A R D S

FACULTY ACADEMY AWARD. UNIVERSITI MALAYSIA SARAWAK.

Oct 2021

- Recognized for exceptional academic performance and significant contributions to faculty growth during the 24th Convocation Ceremony.

YSEALI COMMUNITY LEADERSHIP PROGRAM GRANT RECIPIENT. US EMBASSY.

Mar 2019

- Received 2000MYR and participated in a three-month mentorship with an NGO to develop and execute a design solution for social entrepreneurship. Facilitated collaboration with the Penan community in rural villages in Miri, Malaysia.

DEAN'S LIST AWARD. UNIVERSITI MALAYSIA SARAWAK.

Sep 2019 - Sep 2017

- Acknowledged for consistently maintaining exceptional academic performance, achieving a GPA exceeding 3.50 for four consecutive terms.

S K I L L S

DATABASES

Intermediate

MySQL, PostgreSQL, Microsoft SQL Server

DATA SCIENCE METHODOLOGIES

CRISP-DM, KDD, SEMMA

DATA VISUALISATION

Advanced

Adobe Illustrator

Intermediate

Tableau, PowerBI

Novice

Qilk

WEB PROGRAMMING

Novice

HTML, CSS, WordPress

PROGRAMMING LANGUAGES

Advanced

SQL, Python

Intermediate

R, C++, DAX, MATLAB

WRITING

Advanced

Bahasa Melayu, English

SPEAKING

Advanced

Bahasa Melayu, English

CURRICULAR

2023

PROGRAM DIRECTOR. VALUE ENGINEERING FOR WISE PROJECT.

- Led high-level meetings and managed stakeholder coordination for the Value Engineering for WISE Project.
- Oversaw logistical arrangements, prepared meeting materials, and facilitated discussions while upholding strict confidentiality.

2020

MEDIA DIRECTOR. PYTHON CONFERENCE ASIA PACIFIC (PYCON APAC 2020).

- Directed an international team in designing layouts, concepts, and mock-ups for PyCon APAC 2020.
- Supervised design and marketing materials to ensure alignment with branding and advertising objectives.

CONTENT AND MARKETING OFFICER. YOUNG MALAYSIAN ENGINEER.

- Formulated a targeted marketing strategy in the STEM field for young adults through meticulous research and analysis.
- Generated innovative design concepts and ideas to enhance the visibility and impact of internal and external events.

2019

MEDIA DIRECTOR. PYTHON CONFERENCE MALAYSIA (PYCON MY 2019).

- Managed a dedicated team to create compelling layouts, concepts, and mock-ups for PyCon MY 2019.
- Orchestrated the development and deployment of all design and marketing materials for the conference.

PROJECT DIRECTOR. PDK SRI SATOK WEBSITE DEVELOPMENT.

- Spearheaded a web development project for a community-based rehabilitation center, focusing on delivering user-centric design and robust technical solutions.

EXCO MEDIA AND PUBLICITY. UNIMAS ANTI-CORRUPTION STUDENT UNION.

- Strategically managed official social media platforms and marketing collateral to maximize outreach and engagement for events.
- Ensured consistent branding and messaging across all promotional materials.

SECRETARY. MALAYSIAN BRAIN BEE CHALLENGE 2019 ZONE H (MBBC 2019).

- Facilitated seamless execution of competition logistics and streamlined registration processes for the Malaysian Brain Bee Challenge.

2018

FOUNDER CUM PRESIDENT. COGNITIVE NEUROSCIENCE CLUB UNIMAS.

- Established and presided over the Cognitive Neuroscience Club, orchestrating impactful STEM initiatives and fostering a vibrant community of enthusiasts.

ORGANIZING CHAIRPERSON. NEUROCOGNITIVE SCIENCE SYMPOSIUM 2018.

- Led a multifunctional team in planning and executing an international conference, ensuring seamless operations and a valueable experience for 500+ attendees.

SECRETARY. MALAYSIAN BRAIN BEE CHALLENGE 2018 ZONE H (MBBC 2018).

- Facilitated seamless execution of competition logistics and streamlined registration processes for the Malaysian Brain Bee Challenge.