

KAR MUN CHENG (CARMEN)

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EDUCATION

2014 - 2018 **Bachelor of Arts (Honors)**, Rollins College, Winter Park, FL
Summa Cum Laude (GPA: 3.9)
Majors: Computer Science, Critical Media & Cultural Studies
Relevant Coursework: Artificial Intelligence, Linear Algebra, Simulation Analysis & Design, Algorithm Analysis

RESEARCH EXPERIENCE

Jan 2018 - May 2018 **Main Researcher (Thesis)**, Rollins College, Winter Park, FL
"Predictive Analytics in the Criminal Justice System: Media Depictions and Framing"
Committee: Dan Myers, Lisa Tillmann, Valerie Summeret
Used the grounded theory approach to investigate language and frames adopted by news media on predictive policing and law enforcement. A poster detailing the findings was presented at the ACM Student Research Competition at the 2018 Grace Hopper Celebration in Houston, TX. Relevant tasks included:

- line-by-line coding a corpus of 51 articles taken from various online publications such as BBC, Bloomberg, and *The New York Times*,
- developing a theory by thematically categorizing synthesized data,
- studying recent applications of machine learning and data analytics in crime fighting efforts.

May 2017 - Jul 2017 **Research Assistant**, Rollins College, Winter Park, FL
"Predicting the Popularity of Songs Using Musical Features"
Advisor: Dan Myers
Used the Million Song Dataset to study whether acoustical features had an impact on a song's likeliness of becoming a hit and reaching the Billboard charts. Gave multiple presentations on the methodology and results during the Student-Faculty Collaborative Scholarship program. Relevant tasks included:

- training a single-variable logistic regression model into a hit/non-hit classifier,
- plotting analytical graphs using Python libraries like matplotlib,
- writing Python and SQL scripts for retrieval and processing of a large sample from 1,000,000 songs.

WORK EXPERIENCE

Apr 2020 - Jun 2022 **Technical Product Owner**, Digital Solutions, Zuellig Pharma, Singapore

- Lead development in eZConsult, a telemedicine app with 70,000+ mobile downloads and over 2,000,000 registered users,
- Built and launched eZVax, a fully scalable COVID-19 vaccine management solution, in 9 weeks for client use in the Philippines.

Jul 2018 - Jul 2019 **Site Reliability Engineer**, Siri Search Team, Apple Inc., Singapore

- Monitored production, staging, and development environments for applications integrated into Siri Search.

Jan 2018 - Apr 2018 **Lab Assistant**, Computer Science Department, Rollins College, Winter Park, FL

- Assisted Prof. Valerie Summer in the lab portion of the Intro to Java class in Spring 2017.

Jan 2018 - Apr 2018 **Software Engineering Intern**, IZEAx Team, IZEA Inc., Winter Park, FL

- Developed tools for non-technical users to author templates for transactional emails that the IZEAx platform sends to thousands of Creators every week.

PRESENTATIONS

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| Sep 2018 | Carmen Cheng , “Predictive Analytics in the Criminal Justice System: Media Depictions and Framing” Poster at Grace Hopper Celebration of Women in Computing, Houston, TX |
| Apr 2018 | Carmen Cheng , “Predictive Analytics in the Criminal Justice System: Media Depictions and Framing” Poster at Honors Thesis Showcase, Rollins College, Winter Park, FL |
| Nov 2017 | Carmen Cheng , Dan Myers, “Predicting the Popularity of Songs Using Musical Features” Poster at Collaborative Scholarship Poster Session, Rollins College, Winter Park, FL |
| Jun 2017 | Carmen Cheng , “Hit Song Science: Predicting Song Popularity” Talk , Student-Faculty Collaborative Scholarship, Rollins College, Winter Park, FL |

SCHOLARSHIPS AND AWARDS

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| May 2018 | Outstanding Senior in Critical Media & Cultural Studies |
| Apr 2018 | The Archibald Granville Bush Science and Mathematics Award for Academic Achievement in the Major (Computer Science) |
| Apr 2017 | Top Student Employee Nominated out of 600 student workers for recognition of exceptional service to Rollins College as part of the Instructional Design & Technology team. |
| Aug 2014 - May 2018 | Alfond Scholarship One of 10 scholars to receive a full ride scholarship to attend Rollins College. |

EXTRACURRICULARS & VOLUNTEER WORK

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| Apr 2015 - Dec 2017 | Chief Creative Officer / Designer , The Independent (Rollins College) Oversaw all creative aspects of the magazine and worked closely with the editor-in-chief to ensure each issue reflects The Independent’s image. The publication has received multiple awards from the Columbia Scholastic Press Association: <ul style="list-style-type: none">• College Print Magazine Silver Crown (2017)• College Hybrid Publication Silver Crown (2016)• Gold Circle Awards in categories: <i>Use of a Designed or Art Headline</i> (2016), <i>Informational Graphics</i> (2016), <i>Overall Design of General Interest Magazine</i> (2015) |
| Mar 2016 - May 2017 | Volunteer , American Institute of Graphic Arts (AIGA) Orange County Assisted with set-up and organisation of the SPOT showcase, an annual capstone exhibition of design work from the AIGA Mentorship Program. |
| Sep 2016 | Student Volunteer , Global Peace Film Festival Helped create promotional material for the festival, schedule film screenings, and troubleshoot audiovisual equipment. |