

Hong Jing, Khok

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Over 10 years of computer science background in full-stack development, machine learning and blockchain development. Proven track record of impactful projects in various industries in web3, e-commerce, medical and government sectors. Go-getter that excels in rapid prototyping by bridging theoretical knowledge to solve real-world problems. Translates business requirements into delivering solutions. Thought leader in the Cardano developer space.

EXPERIENCES

FOUNDER, PRODUCT & ARCHITECT

MESH SDK (CARDANO), 2022—PRESENT

- ❖ Designed and Launched Mesh SDK for Cardano, reducing development time and costs
Architected and implemented Mesh SDK solutions for developers and businesses within 4 months. Mesh SDK helps to streamline the development of blockchain projects, reducing time and costs. Leveraged in-depth knowledge of blockchain technology and development best practices to design and develop Mesh SDK, ensuring it met the needs of developers and businesses.
- ❖ Established Mesh SDK as go-to solution for Cardano
Spearheaded user acquisition plans and established strategic partnerships to promote Mesh SDK, resulting in its adoption as the go-to solution for Cardano projects.
- ❖ Drove user adoption through strategic partnerships
Increased user adoption of Mesh SDK through successful partnerships, driving growth and adoption of the SDK and helping developers build more efficiently on Cardano. Championed Mesh SDK at conferences and developer communities.

PHD

ALIBABA GROUP, 2019—2023

- ❖ Research on machine learning and brain-computer interface to diagnose eye diseases
Conducted experiments to test the feasibility of performing visual field tests using a brain-computer interface, detecting visual defects in the peripheral regions.
- ❖ Developed machine learning and data processing to improve team's performance
Implemented an in-house machine learning and data processing package, essential for processing EEG data and building research-oriented machine learning models.

MACHINE LEARNING ENGINEER

ALIBABA GROUP, 2017—2019

- ❖ Drove 10-25% year-on-year growth in click-through rate for flagship shopping events
Developed and implemented recommender systems for the flagship Double 11 event on the homepage. Successfully recommended enticing categories and subcategories, driving user exploration and informed purchase decisions.
- ❖ Increased 5-15% year-on-year conversion rate and revenue

Revolutionized voucher distribution strategy, increasing gross merchant value by 5-15% year-on-year. Developed algorithms that identified voucher-sensitive users and customized vouchers to their specifications. Resulted in targeted and effective vouchers, leading to a significant surge in conversion rates.

❖ Uplift daily active users by 175% within five months leading to increased GMV

Developed machine learning APIs to dynamically recommend categories, shops, and vouchers based on users' behavior.

❖ Collaborate across Alibaba teams in China to ensure reliable and scalable APIs

Led the design of comprehensive business requirements and orchestrated stress tests for seamless API deployment across diverse South East Asia markets.

❖ A/B testing to improve conversion rates across product, category and shop ranking

Optimised conversion rates and improved business performance by validating campaign strategies, driving purchase decisions, user acquisition, retention, and user experience optimization.

DATA SCIENTIST

DEFENCE SCIENCE AND TECHNOLOGY AGENCY, 2014—2017

❖ Reduced text analysis time by 50% for 300 users by developing an intuitive NLP app

Developed an intuitive web app for swift access to interactive reports, eliminating the need for manual reading of lengthy documents and enabling efficient decision-making.

❖ Built large language models APIs to improve productivity and team performance

Implemented RESTful NLP APIs to democratise open-source techniques for developer teams. APIs included topic modeling, sentiment analysis and semantic understanding tailored to the organization's context.

❖ Rapid prototyping and showcase to secure funding from stakeholders

Develop customized demonstrations and prototypes to articulate use cases and demonstrate technology's potential in addressing complex challenges. Presented to executives and government ministers, securing funding for multiple large-scale projects.

RESEARCH SCIENTIST,

INSTITUT SUPÉRIEUR D'ÉLECTRONIQUE DE PARIS, PARIS, SUMMER 2013

❖ Research and algorithm design

Developed a new algorithmic approach to distributing data centre loads using cost awareness and load awareness methodology.

❖ Research and optimization.

Researched consistency trade-offs through simulation of infrastructures and application protocols.

FREELANCE DEVELOPER AND BUSINESS DEVELOPMENT, 2006—2015

❖ Developed integrated solutions for small medium business enterprises

Transform business requirements into practical solutions. Developed integrated solutions including but not limited to human resource, point-of-sales, payroll and invoice systems to improve business productivity and ease of use.

❖ Conduct presales and digitize businesses

Identified customer needs and develop tailored solutions using technology to improve efficiency, streamline business operations and drive growth.

Education

NANYANG TECHNOLOGICAL UNIVERSITY, 2019—2023

PhD in Computer Science

Applying machine learning in neuroscience to diagnose eye diseases

NANYANG TECHNOLOGICAL UNIVERSITY, 2011—2014

Bachelor of Engineering in Computer Science (Second Class Upper Honours)

Artificial Intelligence, Information System, Data Analytics and Mining, Robotics