

YINMING CHEN

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EDUCATION

National University of Singapore

Aug 2025 - May 2029

- Bachelor of Science (Honours) in Mathematics | 2nd Major in Quantitative Finance | Minor in Computer Science
- **Relevant Coursework:** Linear Algebra, Discrete Mathematics, Programming Methodology, Artificial Intelligence, Computer Organisation and Introduction to Business Analytics

SKILLS

- **Modelling and Analytics:** Python for machine learning modelling, training and evaluation; R for statistical analysis, data cleaning and visualisation
- **Programming and Engineering:** Java (object-oriented programming); FastAPI, React and SQLite; Git/GitHub and REST API development workflows
- **Software:** Excel, PowerPoint, Word, Adobe Illustrator and Adobe Photoshop | Languages: Chinese (Native), English (Fluent)

PROJECTS

Emo-cam | Facial Emotion Recognition Model

Machine Learning Project

- Built a seven-class emotion classifier with EfficientNet-B2 and transfer learning, handling data processing, training and progressive fine-tuning.
- Achieved 55.82% accuracy on 996 test images; analysed errors with confusion matrices, classification reports and Grad-CAM.

CasePath | Agent-Native Auditable Workflow Platform (Campus Use Case) Simplify Next Hackathon

- Built a FastAPI, React and SQLite case-management platform turning non-standard requests into auditable flows of evidence checks, AI advice, human approval and outcome verification.
- Designed a Case-to-Procedure mechanism that converts successful cases into reusable procedures and automatically routes exceptions back to human review.

EXPERIENCE

Market Research Intern | Kunshan Kokei Food Co., Ltd.

Jun 2025 - Aug 2025

- **Competitor Analysis:** Conducted market and competitor research on Peet's Coffee, analysing brand positioning, industry trends and opportunities for differentiation.
- **Brand Incubation and Consumer Research:** Researched product preferences, price acceptance and drinking frequency for a new matcha brand to inform positioning, product development and pricing.
- **Digital Marketing:** Assisted with Xiaohongshu (RedNote) promotional posts, target audience selection and ad platform operations, tracking likes, saves and conversion rates.

Team Member | L'Oréal Brandstorm

Mar 2026

- Proposed E-Replica, an NFC personalised fragrance concept for Maison Margiela, sized via competitor benchmarking, pain-point research and TAM/SAM/SOM.
- Contributed to consumer insights, omnichannel strategy and go-to-market planning, linking the product concept with brand and commercial analysis.

LEADERSHIP AND CERTIFICATION

- **Vice President, Go Club:** Ran club operations and social media; organised a large offline exchange with players from Singapore, Japan and Korea.
- **INSIDE LVMH Certificate (Dec 2025):** Certified training in the luxury industry, Creation and Branding, and Operations and Supply Chain.