

# Shuang Cui

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<https://shuangcui.tech/>

## Summary

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Emerging data and AI professional with nearly a decade of business and tech experience, including leadership roles in Bluetooth hardware, SaaS, e-commerce, and four years as a travel company founder. Skilled in Python, SQL, JavaScript, and data visualization, with recent projects in data analysis and software development. Currently pursuing a Master's in IT at UTS, focusing on data processing and analytics, while self-learning Machine Learning and contributing to AI research at UTS's CIBCI Lab. Eager to apply a blend of technical skills and business insight to drive innovation in data-driven and AI-focused environments.

## Education

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**Master of Information Technology**

**June 2024 - June 2026**

**University of Technology Sydney (UTS)**

- SQL, Python, Data Processing, Communication Protocols, Project Management

**Bachelor of Electronic Engineering**

**September 2010 - June 2014**

**Xi'an Jiao Tong University - Completed**

- Statistics and Probability, Linear algebra and Geometry, Semiconductor Physics

## Recent Projects

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- **NBA Players Data Analysis**
  - Analyzed NBA player demographics and physical traits using Python.
  - Cleaned and transformed raw data to identify trends in player longevity, global recruitment, and position distribution, using Pandas, NumPy, Matplotlib, and Seaborn.
  - Developed visualizations to communicate insights effectively.
- **OTA Platform Database Design**
  - Designed and implemented a relational database for an online travel platform.
  - Created ER diagrams, populated data, and developed SQL queries for data retrieval and reporting.
- **Student Management System**
  - Built an application for managing student records, editing scores, and assigning grades.
  - Developed features supporting both admin and student roles for efficient academic data management.

## Work Experience

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**SEO Intern**

**June 2025 - Present**

**My loans Services, Sydney , Australia**

- Led a complete website rebuild, implementing a modern front-end with Wordpress, optimizing database structures, and improving overall site performance and security.
- Implemented on-page and off-page SEO strategies to increase organic traffic, improve search rankings, and enhance site visibility.

**Co-Founder**

**July 2020 - June 2024**

**Renjinjiezhi International Travel Agency, Xi'an , China**

- Delivered 50+ custom itineraries, growing 20,000+ social followers, and achieving 40% customer return rate through content-driven marketing.
- Defined brand identity and coordinated 30+ international suppliers across 10+ destinations.
- Designed and developed official website by myself including route browsing, route search, order purchase and other functions(<https://realchinatours.com/>).

### **Chief Operating Officer**

**August 2018 - May 2020**

#### **Rongqin Technology, Xi'an , China**

- Built strategic partnerships with other companies such as Huawei Cloud to drive cloud integration, modify digital platforms, and execute co-branded marketing campaigns.
- Gathered users' requirements and business needs into technical solutions, coordinating with design/dev teams, prioritizing features.
- Managed business and operations teams of 15+ people, driving a 20% performance improvement.

### **Head of Bluetooth Technology Unit**

**August 2015 - August 2018**

#### **Mega-info Media Co.,Ltd., Beijing , China**

- Created and developed interactive marketing platform based on Wechat, ads management & data tracking platform for advertiser to visualized effect of advertising and enhanced campaign efficiency by 40%.
- Delivered marketing campaigns with deployed bluetooth transmitter 'iBeacon' in specific scenarios(e.g., 2.19M users in a Spring Festival campaign) and directed integrated advertising campaigns for clients such as Tencent Games.

### **Head of Product Unit**

**January 2015 - August 2015**

#### **Zhishi Technology, Beijing , China**

- Designed and conducted over 20 industry-specific cases for Bluetooth navigation technique in sectors such as retail, transportation, and public venues.
- Secured and managed partnerships with major clients including China Unicom, Haier, JCDecaux.

## **Professional Skills**

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- **Programming & Data:** Python, JavaScript, SQL, Pandas, NumPy, Matplotlib, Seaborn, PyTorch
- **Creative Tools:** Adobe Photoshop, Final Cut Pro X

## **Languages**

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- Chinese (Mandarin) - Native
- English - Professional Proficiency