

# Casper Lin

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## EDUCATION

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### Master of Information Systems

The University of Melbourne

- Database Systems & Information Modelling | Business Analysis & Decision Making | Introduction to Machine Learning | Information Visualisation | Digital Business Analysis

### Bachelor of International Business

Feng Chia University

- Practices of International Trade | Business Law | Statistics | Forecasting Analytics | Business Data Analytics

## EMPLOYMENT

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### Dilapidation Technician at [Land Surveys](#)

Sep, 2024 – Dec, 2024

Google Applications / Zapier / FastField

- Provide operational support by utilising Zapier for automating task assignments to technicians, enhancing the efficiency of data integration processes
- Process survey data and generate deliverables by organising and analysing GIS data from field surveys and image collections
- Contribute to control and tracking systems by monitoring and maintaining project standards, ensuring image clarity, and refining GIS data management

### AI-powered Technical Support Intern at [TradieCart](#)

Nov, 2023 - Mar, 2024

Python / Docker / Github / Google Drive

- Engineered an AI-powered Question & Answer support page, utilising advanced techniques in information retrieval and natural language generation to enhance user engagement
- Executed a comprehensive web data extraction initiative, leveraging APIs and web crawling techniques to collect and refine data from 30+ websites, enhancing content quality and surpassing KPI targets set by management.
- Spearheaded the curation and management of extensive datasets, including product specifications and compliance with Australian standards, derived from external sources to support business intelligence efforts

### Parts Specialist at [Harley - Davidson](#)

Feb, 2022 - Jul, 2022

Retail Management System / Excel

- Managed the monitoring of order progress, coordinating updates and information for customers and relevant departments
- Optimised part allocation and strategised long-term stock preparation to minimise warehouse and inventory expenses

**Mobile Marketing and Application Programming Teaching Assistant at [FCU](#) Feb, 2021 - Jun, 2021**

InvisionApp / Microsoft Applications

- Developed and designed a simulation application focused on climbing services to reduce the incidence of mountain-related accidents
- Constructed a functional process map, flow chart, and wireframe to articulate the sequence of steps from login to payment
- Analysed the business model and utilised the RFM matrix to target and promote the application to users across various demographic groups

**Digital Marketing Data Analysis and Insight Teaching Assistant at [FCU](#) Sep, 2020 - Jan, 2021**

Python / Tableau

- Assisted in instructional support and documented the performance evaluations of the students
- Evaluated business marketing development through the application of data- and programming-based strategies and data visualisation

## **RELEVANT PROJECT WORK / RESEARCH**

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**Smart Energy Data Insights: Optimisation of EV Charging Station Infrastructure** Present  
Python & SQL - Developing an integrated platform with API access to [AEMO](#), [DCCEEW](#) and [Digital Atlas of Australia](#) data to analyse electricity demand-supply and use K-Means clustering to identify optimal BESS locations, enhancing system reliability and data-driven decision-making in the energy sector

**Computer Vision Research: Optimisation of Traffic Sign Classification System** 2024  
Python - Conducted research under the guidance of Professor Davood to develop an interactive system for classifying traffic signs using computer vision and CNN techniques. Explored and optimised scientific approaches, to improve classifier accuracy. Applying skills in data visualisation, machine learning, and deep learning

**Global and Australia Shark Attack Trends Analysis** 2023  
R - Presented interactive interface into shark attacks, utilising [global](#) and [Australia](#)-specific data. It features three distinct sections - Global Insights, Australia Insights, and Comparative Trends. Time-series analysis within each segment provides a deep dive into shark attack trends and their implications

**Melbourne Tourist Information System Development** 2023  
Tableau & R - Designed an interactive kiosk for Melbourne tourists, integrating Tableau visualisations and R Shiny through APIs. Responsibilities included creating an HTML/CSS homepage, filtering [Airbnb data](#) for accommodation options, and embedding data directly into web pages via Tableau JavaScript API

**Research Question: Does unlabelled data improve job salary prediction** 2023  
Python - Conducted research to improve salary prediction in employment marketplaces using unlabelled data, applying supervised and semi-supervised learning with Multinomial Naïve Bayes, Random Forest, and Logistic Regression models, combined with text classification techniques

**Number of flight passengers entering Australia** 2021  
R - Analysed various predictive models utilising a combination of statistical methods and historical data given by [ABS](#) to accurately estimate the number of people arriving in Australia before Covid-19, thereby aiding in the formulation of policies and strategies for tourism planning

## REFEREES

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**Dr. Davood Shojaei – Senior Lecturer in Geomatic Engineering Infrastructure Engineering**

[shojaeid@unimelb.edu.au](mailto:shojaeid@unimelb.edu.au)

Davood was my professor during my side research project on computer vision.

**Jennifer Cibrasio – National Dilapidation Manager**

[JCibrasio@landsurveys.net.au](mailto:JCibrasio@landsurveys.net.au)

Jennifer was my manager when I was a technician for Land Surveys.

**Corneliu Pop – Founder of TradieCart**

[corneliu@tradiecart.com.au](mailto:corneliu@tradiecart.com.au)

Corneliu was my immediate supervisor when I was an intern for TradieCart.