

MCKELL PEH

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EDUCATION

2022 - Ongoing SUSS

BSc Information &
Communication
Technology

2014 - 2017 Republic Polytechnic

Diploma in Information
Technology

INTERESTS & HOBBIES

- Photography
- Poster Design
- Editing
- Travel
- Gaming

CAREER OBJECTIVES

Resourceful, Supportive, Proactive

Curious in nature and consistent strive for improvement. Seeking opportunities to further strengthen my expertise in ML/AI tech and also to explore in different fields of business, sales and marketing etc.

CERTIFICATIONS

- **AWS Certified Cloud Practitioner** (2023)
- **OSSA - Organizational Systems Security Analyst Certification** (2022)
- **Re-Profiling Data Analytics** (2019)
- **CEH - Certified Ethical Hacker** (2019)
- **CCNA - Cisco Certified Network Associate Routing and Switching** (2019)

EXPERIENCES

Assistant Analyst

Oct 2017 - Feb 2024

Digital and Intelligence Service (DIS)

- Supported the transition to the new SAF service
- Developed innovative methods to reduce manpower by half and streamline processes

Analyst Consultant Intern

Sep 2016 - Jan 2017

Customer Capital Consulting Pte Ltd

- Deployed CRM solutions over to 4+ major companies
- Assisted clients with diagnosis of software issues and concerns on-site
- Performed testing and surfacing potential cyber vulnerabilities

PROJECTS

Roofresh AG

March 2024 – Present

- As Co-founder and CTO of Roofresh, I architected and built a fully integrated IoT-based web and mobile solution to remotely control and monitor urban mushroom cultivation systems housed within container farms.
- In subsequent phase, designed and deployed the corporate website and spearheaded an environmental impact initiative for a national grant. This project leveraged satellite imagery to provide geospatial analysis and CO2 sequestration capacity data of each tree in Singapore

European Innovation Academy

July 2023 – Aug 2023

- As role of CTO, spearheaded the rapid design and development of a functional prototype within a tight three-week timeframe.
- Orchestrated comprehensive customer validation, executed strategic marketing campaigns, and adeptly pitched to potential investors.
- Gained valuable insights into product profiling, effective marketing strategies, business models, and intellectual property.