

Jimmy Ming-Hsiu, Tsai

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EDUCATION

National ChengChi University

Master's in Business Administration (MBA)

Taipei, Taiwan

Sep 2025 – Jul 2027

National ChengChi University

B.A. in International Business; Double Major in Arabic Language and Culture

Taipei, Taiwan

Sep 2021 – Jul 2025

PROFESSIONAL EXPERIENCE

Shopee

AI Transformation Product Manager Intern

Taipei, Taiwan

Nov 2025 – Present

- Led stakeholder communication and requirements elicitation to define end-to-end project pipelines; developed the **Agentic AI, Charity Management ChatBot**, enabling Corporate Social Affairs staff to query CSR project details and domain terminology across distributed databases using natural language. Reduced manual cross-table verification workload by **10 hours per month**, saving approximately **USD 1,500 annually**.
- Led end user and technical requirement alignment for the development of the **Agentic AI, SOV Detection Bot**. Designed the data pipeline and integrated LLM-based structured information extraction (ETL), enabling automated labeling and **Structured Output Format** archival for Public Relations. Achieved a reduction of **20 manual work hours per month**, generating annual savings of approximately **USD 3,400**.
- Assisted in driving the adoption of Shopee's internal **AI Agent platform (Smart Platform)**, streamlining workflow automation and enhancing operational efficiency across business units.
- Collected and synthesized **user feedback and feature requests**, serving as a liaison to the headquarters product team and providing data-driven enhancement proposals.
- Collaborated with **Machine Learning engineers** on AI project implementation, including requirement scoping, solution feasibility assessment, and deployment execution.

Mercuries Life Insurance

Information System Designer Intern

Taipei, Taiwan

Feb 2025 – Jul 2025

- **AI Assistant Implementation:** Participated in integrating a **Generative AI LLM chatbot** into internal document management systems and evaluated **RAG** effectiveness using machine learning techniques.
- Tracked POC system testing and proposed optimization solutions to enhance performance and workflow efficiency.
- **Digital Transformation Project:** Assessed organizational readiness and prioritized AI applications using the **VDF methodology**.
- Supported metadata and **data lineage** tracking for *IFRS 17* policy interest tables (ODS to EDW) to improve compliance.
- Applied **Apriori algorithm** (ML) to analyze correlations between core and rider insurance products, enhancing bundling planning.

Taishin International Commercial Bank

Anti-Money Laundering (AML) Project Intern

Taipei, Taiwan

Jul 2024 – Feb 2025

- Managed AML processes for individual and corporate services; conducted Know Your Customer (KYC) and client monitoring operations based on customer profiles.

Taipei FinTech Expo (Taishin Bank Team)

Team Member, AI Financial Risk Prevention

Taipei, Taiwan

Oct 2024 – Dec 2024

- Assisted in presenting Taishin Bank's AI-driven abnormal transaction detection model, engaging **300+ visitors** and enhancing public understanding of AI risk prevention.

SIDE PROJECTS

Real-Time Data Integration via Function Calling | LLaMA 3.2 3B

- Implemented a **multimodal large language model** (*Breeze 2*, fine-tuned by MediaTek Research) based on **LLaMA 3.2 (3B)** architecture; leveraged **advanced function calling** for real-time data retrieval.

Fine-Tuning Retail Banking Consultation Assistant | GPT OSS 20B

- Fine-tuned the **GPT OSS 20B** model using the *Bitext Retail Banking Chatbot Training Dataset* to build a specialized banking consultation assistant.
- Optimized model performance using **LoRA/QLoRA parameter-efficient fine-tuning**, improving inference efficiency for constrained environments.

EXTRACURRICULAR EXPERIENCE

Taiwan Top MBA Organization

Taipei, Taiwan

CTBC Bank AI Application Project

Sep 2025 – Jan 2026

- Engineered a **Personalized Recommendation Bot** via n8n by integrating consumer databases with a **real-time web crawler**, constructing a model to deliver targeted smart offers.
- Built an **Intelligent Customer Service Bot** leveraging **RAG architecture** and a local **Qdrant** vector database, optimizing retrieval accuracy to reduce LLM hallucinations by **90%**.
- Developed **Personalized Analysis Reports** using **Chart APIs** to dynamically generate real-time consumption summaries and interactive visualizations for users.
- Implemented a **Geo-Location Query Bot** utilizing the **Haversine algorithm** to calculate precise distances, successfully recommending the nearest branches and ATMs based on user coordinates.
- Designed the frontend UI using **React**, managing full **frontend-backend integration** to ensure a seamless user experience across all bot functionalities.

Taiwan Top MBA Organization

Taipei, Taiwan

Business Strategy Department

Jul 2025

- Applied **K-means clustering** to segment consumer groups; integrated the **Apriori Algorithm with RFM model** to analyze purchasing behavior and generate data-driven marketing insights.

National Taiwan University International Business Camp

Taipei, Taiwan

Case Study: Taishin Bank

Jul 2023

- Proposed strategic solutions integrating ESG and carbon emission quantification for middle-aged and senior customer segments.

NCCU Innovation Business Challenge

Taipei, Taiwan

Second Place Winner

Dec 2023

- Developed NIKE's strategy for entering the Web2/Web3 virtual reality market and analyzed emerging influencer ecosystem collaboration models.

SKILLS

Programming: Python, Machine Learning, Algorithm Applications, Data Processing, Data Analysis (Excel, SQL, Tableau), R Programming, React, n8n

Languages: Mandarin (Native), Arabic (Medium), English (TOEIC LR 925)