



Goh Khooon Hiang

📍 Singapore 🎓 National University of Singapore (Bachelor of Computing, Honours)

I'm a software engineer with **over 10 years of experience** in the loyalty, travel and logistics industries.

I'm good at analysing requirements, designing backend systems, writing code, while also managing between engineering **cost-effectiveness and delivery excellence**.

I'm ready to take on new challenges, applying my experience in **scalable systems, project management and technical mentorship** to your team.

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🌐 <https://github.com/gohkhooonhiang>

🌐 <https://www.linkedin.com/in/gohkhooonhiang>

🌐 <https://coffeebrewapps.com>

EXPERIENCES

MARCH 2021 - MARCH 2023 (2 YEARS 1 MONTH)

Ascenda Loyalty Pte. Ltd. (Staff Software Engineer)

As a Staff Engineer leading a team of 4 engineers, I continue to design systems and write code, but place more emphasis on project delivery, processes and technical mentorship.

- Led a major bank loyalty system migration project on the E2E loyalty platform on a **1 year project schedule**, with **less than 5% defects** pre-launch.
- Helped setup processes and practices for asynchronous collaboration across regions, **cutting face-to-face meetings to 2 hours weekly** in favour of engineering deep work.
- Led a team of 4 engineers, providing technical guidance and design and code review, **3 of them have been promoted to the next job level** under my mentorship.

SEPTEMBER 2018 - FEBRUARY 2021 (2 YEARS 6 MONTHS)

Ascenda Loyalty Pte. Ltd. (Senior Software Engineer)

As a Senior Engineer, I have helped designed the foundation of the company's loyalty platform, which later evolved into a large-scale multi-services SaaS platform.

- Designed and implemented multiple services within the End-to-End loyalty platform, serving **hundreds of REST API requests per minute**.
- Designed, implemented and scaled the points ledger and loyalty engine systems, handling **millions of transactions daily within a 12-hour SLA**.

AUGUST 2016 - AUGUST 2018 (2 YEARS 1 MONTH)

Ascenda Loyalty Pte. Ltd. (Software Engineer II)

As one of the earliest engineers in the Tech Team, I have helped grow the company's travel booking whitelabel product and points transfer network.

- Implemented whitelabel apps for banks and airlines on the TravelEdge platform, serving **thousands of travel bookings daily**.
- Helped build the TransferConnect points transfer network between banks and airlines using REST APIs, SOAP APIs and SFTP, powering **thousands of transfers daily**.

APRIL 2015 - AUGUST 2016 (1 YEAR 4 MONTHS)

Teckwah Industrial Corporation Ltd. (Senior Developer)

During my service in Techwah, I've helped implement new enhancements and fix bugs for the company's **warehouse management system**.

I've also developed a framework for the **administrative module** for the company's vLocate web application.

Aside from the applications used by the logistics business, I've also helped transform the company's paper-based requests workflow to **digital workflow**.

JULY 2012 - APRIL 2015 (2 YEARS 10 MONTHS)

Ecquaria Technologies Pte. Ltd. (Software Engineer)

During my service in Ecquaria, I've worked on the State Court's Integrated Criminal Case Filing and Management System (ICMS), which transforms the paper-based criminal justice system with **automation and streamlined processes**.

I've worked directly with judges, court officers and police officers to **gather requirements** and sit in live court sessions to **support real-time use of the filing system**.

PERSONAL PROJECTS

MARCH 2023 - PRESENT

Coffee Brew Apps

I've created **coffeebrewapps.com** to share my experience in software engineering. Working on various projects, I constantly challenge my comfort zone, and learn new technologies to create things for the greater good.

- I've created **Jekyll plugins** for generating pagination, archives and rendering Mermaid syntax on Jekyll sites. The plugins are open-source and hosted on Github.
- I've created multiple web apps related to **personal finance and accounting**: SG Bank Interests Compare App, SG SSB Tracker App, Triple Tee App (Solopreneur Accounting) and more.
- I write about my development journey in long form **blog posts** and **short articles** on coffeebrewapps.com.

EDUCATION

AUGUST 2008 - MAY 2012

National University of Singapore (Bachelor of Computing, Honours II Upper)

I was awarded the **Dean's List Awards** during the August 2011 semester, for being the **top 5%** of the cohort with a Semester Cumulative Average Point of at least 4.5/5.

In the same semester, I was also awarded the **National Infocomm Scholarship** and secured a position as Software Engineer in Equaria Technologies Pte. Ltd. before graduation.

I've graduated with a **Bachelor of Computing (Second Upper Class Honours) Degree**, scoring a Cumulative Average Point of 4.23/5.

SKILLS

TECH STACK

Ruby, Hanami, Rails, Java, Spring, Ninja, Go, NodeJS, VueJS, ReactJS, ExtJS, AngularJS, PostgreSQL, HTML, CSS, Docker, AWS

CORE SKILLS

Systems design, Business analysis, Automated testing, Processes design, Documentation, Project management, Technical mentorship