



CONTACT



ACTIVE REGION

Malaysia / Singapore / Vietnam



PHONE

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EMAIL ME

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WEBSITE

jeromesim.com

RELATED WEBSITES

www.minimo.tech

www.eurekaism.com

www.minimo.cat

SKILLS

PROGRAMMING LANGUAGES

Swift, Objective-C, Android Java, PHP, HTML5

UNIX & WINDOWS SERVER

Administration

COMMUNICATION LANGUAGES

English, Mandarin (Chinese), Bahasa Malaysia

GENERIC SKILLS

Good Analytical skills.

Good Architectural/Design skills.

Good Debugging skills

Good Customers sourcing skills

Team Leading skills

OTHER CERTIFICATES

Chinese Proficiency Test (HSK) Advanced Level Grade B (10th level)

沈茂禧 SIM MOH HEE (JEROME)

Made in Malaysia, Enriched in Chinese cultural gene, Cultivated in Singapore, ASEAN Market Oriented.

PROFILE

"I am a Mobile App Architect with 13 years IT experiences (especially 10 years experience in iOS & Android programming) together with Startup experiences of App consultancy firm and tuition centre."

EDUCATION

- 2005 - 2008** **Nanyang Technological University, Singapore**
Degree in Electrical & Electronic, Infocommunication Double Minors in Entrepreneurship & Chinese
Global Immersion Programme (China) – Peking University Exchange Student (2006 July - Dec)
Overseas Industrial Attachment to Gemalto, Beijing as Software Developer (2006 July - Dec)
Summer Job at IC Resources Shanghai as Sales Intern (2007 May - July)
- 2002 - 2005** **Ngee Ann Polytechnic, Singapore**
Diploma with Merit in Electrical Engineering, Data & Communication
Silver Medalist, 2nd best performer in Electrical Engineering cohorts
Zhejiang University City Collge — Ngee Ann exchange Programme (2005 Feb - May)
International Students' Club (Treasurer) (2003-2004)
- 1996 - 2001** **Foon Yew High School, Malaysia**
Group Champion of 1st Web Design Contest for Malaysian Chinese Independence School 2020
- 1990 - 2005** **Foon Yew (2) Primary School, Malaysia**

PROFESSIONAL EXPERIENCE

- 2018 - Present** **Minimo.Tech (JM0793496-H), Malaysia**
Minimo.Tech Pte Ltd (201833764W), Singapore - Founder & CEO
Minimo.Cat
• Our proprietary trademark of Cats (Mini & MaoMao) series of Apps and Merchandise

Minimo Shop
a SAAS platform for Smart Retail with Online Merge Offline solutions. The core is AI Shop Assistant to act as product advisor and combines with Mobile & Electronic Commerce, Membership System, Augmented Reality together with Gamification marketing strategies to bring more traffic for offline store so as enhance user experience for the online stores.

- Create @ Alibaba Cloud Startup Contest 2019 - Global Final of New Retail - Winning Price
- Create @ Alibaba Cloud Startup Contest 2019 Johor Bahru Final - 1st Runner Up
- Huawei Spark 2020 Global Startup Competition Top 15
- 2021 Asia Pacific Telecom 5G Challenge - Jury Special Prize
- IPSmart Startup Pitching Competition 2019 Crowd Favourite

Others:
- participate in Global Talent Startup Programme @ Taipei 2018, funded by Taipei City Government
- exhibited at RISE Conference 2018 held at Hongkong
- exhibited at Malaysia Maxis 2018 E-Sports exhibition at KLCC
- participated TusStar Malaysia Global Programme (Shenzhen) 2018
- Top 100 Finalist of AmBank BizRace Season 2
- Startup World Cup (Malaysia) Top 10 Finalist 2019
- AI Sharq Ignite Poster Pitch @ Kuala Lumpur Top 10 Finalist 2019
- ASEAN - Pacific Financial Innovation Challenge by UNDP Finalist 2019
- 2019 China Innovation and Entrepreneurship Championship (JiangMen) - Overseas SemiFinalist
- Semi-finalist of 4th Maker Contest of China YingZhou Ningbo - Overseas Station
- Exhibition & Pitching at Thailand Digital Big Bang 2019
- Maxis Market Access Day 2019 pitching and exhibition
- TTA*SingularityU APAC Global Impact Challenge 2019 finalist
- 2019 Coca-cola Innov8 Hackfest Finalist
- Jul 2010 - Present** **Eurekaism, Malaysia & Singapore - Founder & CEO**
EUREKAISM (53172275M)(Singapore) (2010-2017)
Eureka Interactive Software & Media (JM0585885-V)(Malaysia)(2011-2017)
Eurekaism Sdn Bhd (Malaysia)(2017 - Present)
www.eurekaism.com (Mobile App Developer & Consultant)
• Customized Mobile App Development
• User Interface Design & User Experience Strategy
• Mobile App Marketing & Branding
• Feasibility Study
(Completed 65 projects over past 11 years)
- 2010 - 2013 (About 3 years)** **Eureka Learning Centre, Johor Bahru, Malaysia - Deputy Principal**
Eureka Learning Centre provides Singapore syllabus tuition for students studying in Singapore (PSLE, O Level and A Level) and bridging course for Malaysian local students who wanna to take entrance examination held by Ministry of Singapore (AEIS, Asean Scholarship exam and SPERS)
- 2008 - 2010 (About 2 years)** **National Computer System (NCS), Singapore - System Consultant**
Initially I was a software developer attached to Chief Architect Office then I become a system engineer (Windows & Unix) assigned to Government Data Centre and Singapore Tourism Board
- May - Jul 2007 (2 months)** **IC Resources Pte Ltd, Shanghai - Sales Engineer Assistant (Summer Job)**
I took my summer job in Shanghai, been Sales Engineer Assistant to market & sell Electronic components in Shanghai neighbouring area
- Jul - Dec 2006 (5 months)** **Gemalto, Beijing - Software Developer (Intern)**