

Khairul Imran

Website: khairul-imran.com

Linkedin: linkedin.com/in/khairulimran99

Address: Kuala Lumpur, Malaysia

Work Experience

Professional Freelancer (Ongoing)

Delivered full-stack web applications, UI/UX prototypes, AI-powered business automation solutions, and Laravel development training for clients across various industries.

Business Intelligence @ Involve Asia Technologies (Mar 2024 - Feb 2025)

AI/ML:

1. Fine-tuned an open-source LLM for sentiment analysis of Malay text on social-media. This AI model can be used for customer feedback analysis, brand reputation monitoring, and identifying public sentiment on current issues more quickly and cost-effectively. My model has so far garnered 2,000+ downloads:

<https://huggingface.co/kaiimran/malaysian-llama2-7b-32k-instructions-lora-sentiment-analysis-v2-gguf>

2. Published a dataset containing 33,000+ Malaysian tweets labeled for positive or negative sentiment as open source, after designing the end-to-end workflow—including lexicon creation, data acquisition strategy, data cleaning, and manual QA. This enables other researchers to train their own Malay sentiment-analysis models. This dataset received hundreds of downloads on the HuggingFace platform.

Data Engineering:

3. Become the go-to person in the team for automating tasks in Google Sheet, by developing expertise in Google Apps Script. For eg, I developed a daily update script to make it easier for the Finance Dept to input commission data for the sales team – improving business efficiency by enabling accurate reporting and timely payments.

4. Utilized Python and PySpark SQL to process raw data, ensuring rigorous data cleansing before analysis. Optimized implementation with a 90% reduction in code size, while keeping it scalable. Developed sophisticated algorithms to show the flow of customers from different channels (Facebook, Instagram, Google, etc) and the pages they visit in the e-commerce sites before finally purchasing the products.
5. Automated daily transfer of Parquet data from S3 to Google Sheets via Airflow, keeping stakeholder reports up to date.

Data Analysis:

6. Built dashboards (Looker Studio, Superset, Google Sheets) to help stakeholders identify key growth opportunities.
7. Tracked user behaviour using Google Analytics and integrated it within dashboards, enabling BI Team to better understand dashboard usages within the company.
8. Consistently contributed to team brainstorming sessions to solve project challenges.

Full Stack Developer (Full-time) @ Involve Asia Technologies (Jun 2020 - Mar 2021)

1. Developed new features and fixed bugs utilizing PHP Laravel, Spatie roles and permissions, filesystems (including local, AWS S3, and GCS), and other related technologies. Examples of features developed: generated csv/pdf/zip files, send emails and notifications to users, set up event listeners, used view composers, implemented soft delete functionality, enabled localization, incorporated dependency injection, and utilized cache and queue with Redis & SQS.
2. Wrote complex SQL queries to fulfill reporting requirements specified by the Product Manager. Additionally, created composite indexes to optimize database performance.
3. Developed frontend using Vue.js, jQuery, DataTables, Bootstrap, and Web Storage API to enhance user experience.
4. Executed web scraping solutions to acquire real-time data, bypassing anti-bot measures through methods like user-agent spoofing and custom GraphQL request manipulation. Leveraged Python BeautifulSoup and PHP DOMDocument for data extraction from various formats (Microdata, JSON-LD). Also experimented with mitmproxy to extract data from mobile app.
5. Implemented A/B tests using Google Optimize, Tag Manager & Analytics to track user adoption of new features.

Internship, Technical Support & Web Developer @ Slurp Retail Tech (Jul 2019 - Sep 2019)

1. Created a web application by utilizing PHP Laravel, Bootstrap, jQuery, and MySQL. Designed a database schema that catered to the specified requirements by Operations Manager.
2. Supported a Fortune 500 client's new fuel POS project with on-site technical support, QA testing, and bug identification.
3. Delivered step-by-step POS training (workflows, troubleshooting) to ensure smooth onboarding for client teams—owners, managers, and cashiers.
4. Configured and installed routers, iPad POS units, and receipt printers for new-store launches.
5. Designed UI mockups by utilizing Adobe XD, Photoshop, and Illustrator.

Enumerator @ Merdeka Center for Opinion Research (Apr 2017 - Jul 2018)

I was 19 years old when I received a bonus for being the Top Enumerator (highest number of respondents) in a project with the State Government. Conducted hundreds of interviews with respondents for opinion research by making thousands of cold calls. Worked intermittently on 3 occasions - once while waiting for high school SPM results and twice during semester breaks in my Diploma studies.

Education

Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA)

Bachelor of Applied Science in Data Analytics with Honours (2021 - 2025)

CGPA: 3.9 / 4.0

UMPSA is ranked among Malaysia's Top 10 Universities in the THE World University Rankings 2025 and posts a 99% graduate employability rate.

Achievements:

- **Royal Education Award (Medal of Excellence)** recipient, also known as *Anugerah Pelajaran Diraja* — Malaysia's highest undergraduate honor, conferred annually to only 2 top graduates at each of the nation's 20 public universities. Selected from thousands of bachelor's graduates at UMPSA Pekan and UMPSA Gambang, across all faculties.

- My Bachelor's thesis evolved into a research paper titled "Sentiment Analysis of Noisy Malay Text using a Large Language Model", which was published in IEICES 2025 and presented at Kyushu University, Japan.

Activities:

- Initiated and facilitated a partnership agreement with tech company Involve Asia as the programme's Industry Partner, resulting in the placement of 4 students for 1 year of industry experience with the highest monthly allowances among all Industry Partners.
- Initiated, planned and negotiated for a speaking engagement with the CEO of Mesolitica to deliver an industrial lecture in January 2024 titled "Development of Malaysia AI: Generative AI, Nous & Malaysia Large Language Model." At that time, Mesolitica had just made history as the first Malaysian company to publish a Malay Large Language Model (LLM). The presence of Mesolitica's CEO to share this expertise not only exposed university lecturers and students to the latest developments in AI, but also strengthened collaboration opportunities between industry and academia.
- Moderator for industrial talk about Data Warehouse by the Vice President II of Prasarana Malaysia Berhad.
- Participated in seminars such as Design Thinking and Theory of Inventive Problem Solving. 1st place in business simulation for MonsoonSIM Enterprise Resource Planning (ERP) seminar.
- Represented the Centre for Mathematical Sciences in the Handball Team for the Faculty Sports 2023.

Universiti Teknologi MARA

Diploma in Computer Science (2017 - 2020)

CGPA: 3.9 / 4.0

Achievements:

- Best Graduate Award for the Faculty of Computer & Mathematical Sciences — selected among all diploma graduates across UiTM campuses nationwide (Johor–Segamat, Perak–Tapah, Pahang–Raub, Kelantan–Machang, Kedah–Sungai Petani, Melaka–Jasin, Terengganu–KT, Perlis–Arau, Sarawak–Samarahan, Negeri Sembilan–Seremban 3).
- Best Graduate Award (Leadership), sponsored by Johor State Government — selected from thousands of diploma graduates across all faculties at UiTM Segamat and UiTM Pasir Gudang.
- Best Debater & Champion of 2018 Debate Competition UiTM Johor.
- Top 1 CGPA in my Computer Science batch. Tokoh Akademik for the whole Male Residential College. Vice Chancellor Award for getting Dean's List every semester.

- Runner-up in UiTM Website Design Competition.
- Gold in Digitalised International Invention, Innovation and Design Competition 2019 by building an Investment Analytics Game prototype for stock trading based on Bursa Malaysia.
- Others: 1st place in a fashion show; Lead antagonist in a theatre production; Deklarasi Sajak Competition (3rd place); Impromptu Pantun Competition (2nd place); Marching Band (bass drummer).

Activities:

- Exco of Debate Club: Project leader for annual dinner @ VIP Hotel, Emcee for Annual General Meeting, Organized debate workshop.
- Exco of English Language Society: Head of Entrepreneurship Department, Emcee for MUET Seminar, Head judge for Gadget Review Video Competition.

Certifications

- AWS Certified Solutions Architect – Associate
- Microsoft Certified: Azure Data Fundamentals (DP-900)
- Google Cloud #GCPBoleh (Build Data Warehouses with BigQuery, Foundational Data and AI Tasks, etc)
- Rapidminer: Machine Learning Professional Certification
- Digital Marketing Fundamentals by Malaysia Digital Economy Corporation (MDEC)

Languages

- Malay — Native
- English — Full Professional Proficiency
- Indonesian — Professional Working Proficiency
- Arabic — Elementary Proficiency