

# Shalev Lau

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## Skills

- Python | JavaScript | C#.NET | MySQL Database | Microsoft Excel | English, Chinese – *Both native proficiency*

## Experience

### Co-Founder

METER

Hong Kong

02/2024 - Current

- Founded and scaled a tech-driven startup from concept, successfully securing a substantial Innovation grant by presenting a powerful vision for UWB-based assistive technology.
- Developed smart market entry strategies and boosted SEO by digging into social impact trends and competitor weaknesses, quickly building a strong market presence and driving impressive homepage traffic in the first year.
- Streamlined real-time data processing to speed up user onboarding, using an Express-Node, Next.js, and MySQL full-stack setup, while designing scalable cloud infrastructure that fuelled steady user growth over 6 months through smart partnerships and automated outreach.
- Pioneered a community-focused business model to tackle accessibility challenges for visually impaired individuals, sparking rapid user adoption.
- Led cross-functional teams to merge UWB hardware and software solutions, cutting production costs significantly with lean manufacturing and AI-powered supply chain improvements.
- Strengthened investor relationships by delivering sharp presentations and white papers that tied technical innovation to clear ROI, sparking growing interest in follow-on funding.

### VapeDrop Project Leader

Enactus Sheffield

Sheffield, UK

10/2023 - Current

- Conducted comprehensive financial analysis and strategic planning to identify untapped revenue opportunities, resulting in a 25% increase in project profitability within 6 months.
- Negotiated terms and established a 5-year corporate partnership with a leading sustainability firm to streamline vape battery recycling, aligning with ESG goals and securing long-term operational scalability.
- Spearheaded project expansion initiatives that increased operational capacity by 800%, overseeing the collection and recycling of 800kg+ of vape batteries to mitigate environmental waste across Sheffield.
- Designed and implemented an automated workflow solution to standardize recycling logistics, reducing manual labor costs by 30% and enhancing data-driven decision-making for stakeholders.

### Co-founder & Marketing Lead

Vesta Package

Essex, UK

11/2021 - 04/2022

- Directed cross-functional IT and marketing teams to develop a customer-centric e-commerce platform using JavaScript and CSS, improving user engagement by 40% and driving £900+ in revenue within 6 months.
- Orchestrated a multi-channel marketing campaign (SEO, social media, and influencer partnerships) that earned the Best Marketing Award in Southeast England, outperforming 50+ regional competitors.
- Successfully navigated rigorous audits by the Young Enterprise Scheme, achieving 100% compliance with operational and financial standards while receiving commendation from industry advisors for scalable business modeling.
- Pioneered market penetration strategies, including competitive pricing models and customer acquisition tactics, to achieve 200% YOY revenue growth for a student-led startup.

## Education

### 2nd year undergraduate

University of Sheffield

United Kingdom

09/2023 - Current

- Achieving 2:1 in Computer System Engineering (BEng)
- Experienced in Control and Embedded system, Software Engineering and Project management and Enterprise strategy

## Volunteering

- **Publicity of Societies Committee:** Support and Develop engaging strategy to encourage fellow student to join societies **04/2022**
- **ACSE Assist: Lecturing on** Programming | Data Structure and Algorithms | career advice | coding interview prep | professional portfolio

## Certificate

- **Emerge Idea Generation Bootcamp 2024:** Develop business idea through workshop and linking with emerging social issue
- **180DC Consultancy Insights Programme:** Gaining an insight of leverage Software like PowerPoint and Excel in consultancy industry
- **Voiz Climate Case Sim:** Gaining an insight of climate consultant, researching customer online resource and providing feedback in flash

## Others

- **DofE Gold:** Led a 4-month wilderness expedition, honing crisis management and teamwork under high-pressure scenarios
- **SPA Passport:** Certified in emergency response, ensuring compliance with H&S standards during large-scale technical deployments

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## Skills

- Python | JavaScript | Java | MySQL Database | Microsoft Excel | English, Chinese – *Both native proficiency*

## Experience

### Co-Founder & CFO

#### METER

Hong Kong

02/2024 - Current

- Discover the need of a social issue and the research on the market share.
- Led the founding and financial strategies of our company
- Expressing our company value and mission to potential investors. We have pitched our idea and product to over 15 interested business
- Spearheaded in related engineering field. Leveraging latest technology UWB on our product
- Community Driven business, beneficial for visually impaired person

### Senior Crew

#### Technical Service Committee

Sheffield, UK

10/2023 - Current

- Co-ordinated with the performer requirement and event duty manager.
- Specialised in arena's sound PA, video and lighting system and operating with professional software
- Direct entire technical crew at night in the role of setting up club nights and live gigs
- Ensure every risk is eliminated and resolve unexpected issue during the event happening

### Co-founder & Marketing Lead

#### Vesta Package

Essex, UK

11/2021 - 04/2022

- Led the IT team to build and optimise marketing website using JavaScript and CSS
- Achieved Best Marketing Award in Southeast England
- Audited by the Young Enterprise scheme and approved by the business advisor
- Driving over £900 of revenue for student company within 6 months

## Education

### 2nd year Undergraduate

#### University of Sheffield

United Kingdom

09/2023 - Current

- Major in Computer System Engineering (BEng)
- Profession in technical skills including MATLAB, Node.JS, Python, C++, Fusion 360 CAD and Altium PCB Designer
- Part of Student representative, Student Mentor, Department ambassador and University entrepreneur support

## Mentorship

- **Sheffield Mentor:** Coding Bootcamp Mentor responsible for mentoring and giving career advice to SWE students (01/2021 - 04/2022)
- **ACSE Assist:** Programming | Data Structure and Algorithms | career advice | coding interview prep | professional portfolio

## Others

- **Duke of Edinburgh (DofE) Gold Award:** Extreme resilience to finish all section (09/2023)
- **First Aid at Work (Level 3):** Handle Emergency situation and able to First Aid in critical event (04/2022)
- **Food Safety in Catering (Level 2):** Able to manage kitchen hygiene and spot the unusual spot (04/2022)
- **SPA Passport to Safety:** Excellence in handling emergency & risk assess in a large event. (04/2022)