

Armani Tran Ung

Data Engineer and Business Data Analyst

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◦ Summary ◦

I build reliable data products and tools that make information easy to use. My work focuses on turning complex data into assets people can understand and act on.

◦ Skills ◦

Languages

Python, SQL, SAS, Visual Basic, Shell Script, JavaScript, TypeScript

Business Intelligence

Growth Analytics, Customer Segmentation, Churn Analysis

Data Analysis

Hypothesis Testing, Regression, A/B Testing, Statistical Analysis, Root cause analysis

Data Engineering

ETL Development, CI/CD, Workflow Automation, Batch/Stream processing

Data Management

Data Catalogs, Metadata Management, Data Governance, Data Remediation, Data Privacy

Data Visualization

Data Storytelling, Looker, Qlik, Tableau

Google Cloud Platform

BigQuery, Looker, Pub/Sub, Dataflow, Dataproc, Dataplex

Machine Learning

Model Development, Classification, Regression, Feature Engineering, Governance

Project Management

PI Planning, Requirements Gathering, Delivery Management, Stakeholder Management

Experience

HSBC

Data Analytics & CRM Manager
Hong Kong

March 2023 - Present

Data product owner bridging business and IT to prioritize and deliver enterprise data initiatives.

- Led a team to migrate 400+ SAS jobs to GCP, reducing infrastructure costs by \$2M annually.
- Built Python ETLs to load unstructured data into structured datasets.
- Prioritized and delivered 20-40 business initiatives per quarter, driving a 40% increase in data and messaging adoption.

HSBC

Assistant Manager, Data & Analytics
Hong Kong

February 2019 - March 2023

Business data analyst leading customer analytics programs across retail banking, enabling data assets and personalized insights at scale.

- Pioneered advanced analytics use cases (transaction classification, merchant enrichment), driving 56% increase in digital engagement.
- Developed and automated interactive dashboards in Looker/Qlik.
- Built strategic data assets, reducing reporting and model training cycles by 42% and accelerating data visualization delivery.

Stretto

Banking Operations Analyst II/I
Irvine, California

April 2014 - June 2016

Lead analyst focused on process optimization and automation.

- Spearheaded fraud detection modeling, pro-rata fee automation, and SQL-based reconciliation.
- Developed interactive Qlik dashboards visualizing financial and customer insights to business leadership.

Citibank

Teller
San Jose, California

March 2013 - March 2014

Delivered customer-first service while executing daily branch operations and regulatory procedures.

Education

California State University, East Bay

Bachelor of Science
Business Administration

Class of 2018

Dean's List (2017)

Awards

Above and Beyond Recognition

HSBC Hong Kong

September 2025

Recognized by Hong Kong Wealth & Personal Banking Chief Customer Officer and Chief Executive Officer for designing a comprehensive training curriculum significantly streamlining the onboarding, knowledge sharing, and upskilling activities for the Data, Analytics, and CRM.

212 Degree Award

Citibank

January 2014

Recognized for going the extra degree providing exceptional customer service and contributor among area division.

Projects

Data Dictionary Explorer

Internal web application to browse, search, and visualize enterprise metadata across systems.

2025

- Virtualized indexed metadata from over 6 internal sources, enabling instant filtering through 30,000+ rows.
- Real-time analytics tracks user interactions and page visits using Socket.IO.
- Advanced filtering allows complex filters with multiple operators (contains, equals, starts with, etc.).

React, Node.js, TypeScript, Express.js, Vite, Tailwind CSS, CI/CD, Data Catalog

Discord Bot

Interactive Discord bot providing automated community management, foreign currency conversion, dictionary look-up, media extraction, and notifications.

2024

- Implements modular commands for moderation, media extraction, foreign currency conversion, quick utilities with granular role-based access, and more.
- Uses Synology-hosted Docker stack with GitHub Actions-driven CI/CD for zero-downtime deployments.

Python, CI/CD, GitHub Actions, Discord API, Docker, Containerization, Automation, Microservices

<https://github.com/d-daemon/discord-bot>

Machine Learning Transaction Enrichment

Pipeline for brand and category classification of banking transactions using ML models.

2023

- Trained character n-gram TF-IDF and calibrated logistic regression model on raw banking transactions.
- Built Streamlit UI for exploratory analysis, Free-text top-K brand prediction, and interactive confidence threshold control.
- Developed two-tier granularity industry classification taxonomy.

Python, Scikit-learn, Streamlit, BigQuery

Interests

DIY

3D Printing, Home Improvement, Sewing, Arts and Crafts

Games

Baldur's Gate 3, Destiny 2, Dungeons & Dragons, Settlers of Catan

Tech

Raspberry Pi, Arduino, Router/Switch Network Management, Self-Hosted Services, Server Management, Software Development

Music

Trance, Techno, R&B, Rock, K-pop, J-pop, J-rock, Hip Hop, Classical, Electronic