

**activities**



# BLOGS

## **Sui Generis - <http://derrickkwa.com>**

*Sui Generis is my personal blog and podcast, started in May 2007. I write about issues such as personal development, personal branding, marketing, social media and technology - all with the main focus of encouraging people to be true to themselves and follow their passions, not just blindly abide by the status quo.*



## **Counting The Odds - <http://countingtheodds.com>**

*Counting The Odds is a blog I started in November 2009, about the mathematics of poker. In it, I do theoretical analyses of situations, as well as look back at past hands I've played, etc - all done with as mathematical a stance as possible, in an attempt to quantifiably determine how to best play the game.*



# STARTUPS

## **internshipIN - <http://www.internshipin.com>**

*internshipIN is a web startup founded by Jessica Mah, aimed at helping students find a suitable internship. From January to March 2009, I did QA and Product Design for them, helping to pick out bugs and problems in their website, and providing suggestions about how to make the user experience better.*

## **DreamFledge - <http://www.dreamfledge.com>**

*DreamFledge is an online network (currently in development, planned for launch in Jan 2010) that aims to help people achieve their dreams - whatever those dreams may be. It aims to help people connect with the right resources/contacts to make their dreams happen, and to take the step into taking action. The original idea was mine, and I got together with a programmer and designer to build the site. I will be acting as a CEO of the company after its launch, running the day-to-day operations and marketing of the business.*



# MARKETING

## **Virtual Internship with Squidoo**

*I participated in a virtual internship with Seth Godin's Marketing Tribe. In it, I collaborated with students from around the world, brainstorming in order to help improve and market Squidoo.*

*The internship was featured on Seth Godin's blog at [http://sethgodin.typepad.com/seths\\_blog/2008/09/learning-from-a.html](http://sethgodin.typepad.com/seths_blog/2008/09/learning-from-a.html)*

## **Participated in The Age of Conversation 2**

*I contributed a chapter to The Age of Conversation 2, a collaborative book, involving 237 "marketing professionals" from 29 American states and from 14 countries, about how the Web is affecting our lives. The book can be purchased from <http://www.ageofconversation.com/>*







# MULTIMEDIA

## **Design Rendezvous**

*I worked part time for DesignRendezvous (<http://www.designrendezvous.com>), a local home-based multimedia company, in 2007. During this time, I helped out in the filming and editing of a few videos (corporate and otherwise).*

*My main work with the company was helping in data analysis for a research project, in partnership with Nanyang Technological University. I set up an online survey using Perseus, and helped with the development of a Microsoft Excel VBA Macro which was used to analyse the exported data. I then assisted in formatting the data into a pdf report using Crystal Reports.*



# TECHNOLOGY

## **Microsoft Office Specialist**

*I am a certified Microsoft Office Specialist, with Microsoft Office Word 2003, Microsoft Office Word 2003 Expert and Microsoft Office Powerpoint 2003 Certifications, gained in the year 2006.*

## **PHP Course**

*I participated and completed the course "Creating Database Application [sic] Using PHP & MySQL". The course was held by IntelliSoft Systems, Singapore, in 2009.*



# OTHERS

## **Social Media Breakfast | Singapore**

*I co-organized the first ever Social Media Breakfast in Singapore, an informal gathering for people interested in Social Media to meet, share and learn from each other. The Social Media Breakfast was started by Bryan Pearson in Boston. Daryl Tay (<http://uniquefrequency.com>) and I brought the idea to Singapore, in order to help build and unite the social media community here.*

## **National Service**

*For my National Service, I'm a clerk for the Base Engineering Branch of 6 AMB. I help with administrative tasks of the branch, and also created the unit's intranet website. In addition, I created a number of macros (in OpenOffice and MS Outlook), to help improve the work processes of the unit. In the process, I won my unit's "Best Suggestor" award for 2009, and was nominated for the "Best Suggestion" award the same year.*

