

UNDERGRADUATE PROFILES

SCHOOL OF SOCIAL SCIENCES (SOSS)

1. JOELYN CARMEN CHONG (25), BSocSc (Sociology / Public Policy & Public Management), SMU School of Social Sciences

Joelyn Carmen Chong, 25, graduates with a Bachelor of Social Sciences double major in Sociology and Public Policy & Public Management, with a GPA of 3.35. An entrepreneur and researcher, she has built multiple ventures spanning education, sustainability and technology. She co-founded REaaST, a social enterprise deploying electric mobility solutions for rural Indonesian communities, which won the SMU Hult Prize Qualifiers and progressed to the top three at the Singapore Nationals before being selected for the UNDP Climate Catalysts Programme. She also founded The Impact Lab, a research and content platform examining how social impact is understood and measured across Southeast Asia, producing podcasts and thought leadership that bridge academia and practice. Alongside these ventures, she co-founded Makers Makings, a children's creative enrichment programme, and serves as Singapore representative and Chief Marketing Officer for Qingflow Singapore, a Chinese AI startup incubated under SMU's Business Innovations Generator. Previously, she interned with Tencent Singapore's Trust and Safety AI Governance team under Global Public Affairs, and is passionate about connecting Chinese innovation with Southeast Asia's social and technology ecosystems.

Angle: Social/community impact – a graduating entrepreneur-researcher running multiple ventures (an enrichment school, an EV mobility social enterprise) while studying social impact measurement academically.

2. SITI NOORMASLIANA BINTE NOORAZMAN (25), Bachelor of Social Science (Political Science & Communication Management), SMU School of Social Sciences

Siti Noormasliana Binte Noorazman ("Mas"), 25, graduates with a Bachelor of Social Science, double majoring in Political Science and Communication Management. Passionate about fostering inclusion, she led Project Candela, a student-led initiative developed in partnership with the Ministry of Manpower that connects undergraduates with Singapore's migrant worker community through sustained engagement and cultural exchange. Her advocacy for diversity, equity and inclusion began during the COVID-19 pandemic, when she initiated conversations on mental health and self-care among her peers, and has since expanded into championing greater understanding between local communities and migrant workers.

Angle: Social impact and community leadership – a student advocate who has championed migrant worker inclusion and mental well-being through ground-up initiatives.

SCHOOL OF ECONOMICS (SOE)

3. KANE NEO ZHEN CHUAN (27), Bachelor of Science (Economics) with Second Major in Organisational Behaviour & Human Resources, SMU School of Economics

Kane Neo Zhen Chuan, 27, graduates Magna Cum Laude with a Bachelor of Science (Economics) and a second major in Organisational Behaviour & Human Resources. During his time at SMU, he took multiple leaves of absence to focus on supporting hundreds of A-Level students through economics tuition, eventually teaching more than 650 students and leading a team of tutors at an enrichment centre. Rather than following a conventional undergraduate path, Kane prioritised educational impact, tailoring his academic schedule around his students' needs. Today, he continues to champion a purpose-driven approach to leadership, believing meaningful work and visible impact are key drivers of motivation.

Angle: Unconventional success story and entrepreneurship — a graduate who deliberately stepped away from the traditional university experience to focus on education, leadership and social impact.

SCHOOL OF COMPUTING AND INFORMATION SYSTEMS (SCIS)

4. FATTHA AKEELA DARRYL (25), Bachelor of Science (Information Systems), SMU School of Computing and Information Systems

Fattha Akeela Darryl, 25, graduates Summa Cum Laude with a Bachelor of Science (Information Systems) after earning Dean's List honours in two semesters. Originally from Indonesia and a recipient of the ASEAN Undergraduate Scholarship, Akeela has channelled his lifelong interest in technology into entrepreneurship. He founded WhereHDB, a map-based property platform that helps homebuyers visualise listings alongside neighbourhood amenities such as MRT stations, making the home search process more intuitive and accessible. Rather than pursuing a corporate career, Akeela will focus full-time on growing the startup, driven by his belief that technology should solve everyday problems and help people find a place they can truly call home.

Angle: Student entrepreneurship and innovation — a top computing graduate who is turning his final-year innovation into a full-time startup aimed at transforming Singapore's property search experience.

SCHOOL OF ACCOUNTANCY (SOA)

5. MATTHEW QUEK WEI ZHENG, Bachelor of Accountancy, SMU School of Accountancy

Matthew Quek Wei Zheng graduates with a Bachelor of Accountancy, earning Summa Cum Laude honours and recognition as the School of Accountancy Valedictorian. He served as Vice-President of the SMU Student Managed Investment Fund (SMIF) and has been an active participant in Busking for a Cause since July 2022, performing across Singapore to raise funds for essentials such as food and drinks for SMU's homeless community outreach efforts.

Angle: Social/community impact and strong youth appeal – top academic achiever who has channelled a personal hobby (busking) into sustained community service.

LEE KONG CHIAN SCHOOL OF BUSINESS (LKCSB)

6. CHOO YI XUAN (25), Bachelor of Business Management, SMU Lee Kong Chian School of Business

Choo Yi Xuan, 25, graduates with a Bachelor of Business Management from SMU. A Team Singapore indoor skydiver, she has represented Singapore internationally for nearly a decade and was part of the team that captured the 2025 FAI World Indoor Skydiving Championship title in the Dynamic 4-Way event, before adding another podium finish at the 2026 FAI World Cup. She is also the recipient of the University Student Life Awards (USLA) 2026 Special Recognition Award for her sporting achievements. Balancing elite-level competition with her university studies, Yi Xuan has spent years honing the precision, teamwork and resilience required to compete in one of the world's most technically demanding sports, helping establish Singapore as a global force in indoor skydiving.

Angle: Student-athlete excellence and international sporting achievement.

POSTGRADUATE PROFILES

SCHOOL OF ACCOUNTANCY (SOA)

7. TAN XUE (41), Doctor of Business Administration (Accounting & Finance), SMU School of Accountancy

Tan Xue, 41, graduates with a Doctor of Business Administration in Accounting & Finance from SMU, receiving the DBA Outstanding Contribution Award. He is Co-Founder and CEO of Zhejiang Xin Siwei Intelligent Technology (Hangzhou) Co., Ltd., an AI innovation company established in April 2025 by DBA alumni and students from SMU and Zhejiang University. Beyond his academic and entrepreneurial achievements, Tan Xue has completed 100 marathons globally and led the SMU-ZJU DBA Team on SMU's first-ever completion of the Gobi Desert Challenge ("Gobi to West") – a demanding 58-kilometre trek across the Gobi Desert

involving 14 SMU School of Accountancy DBA alumni and students. The team was the sole recipient of the Model ESG Team Award among more than 100 participating teams from leading business schools and executive cohorts across the region.

Angle: Significant achievement — entrepreneurship (AI startup co-founded during doctoral studies) paired with an unusual personal journey (ultramarathon running and a historic desert expedition).

COLLEGE OF INTEGRATIVE STUDIES (CIS)

8. HONG HUAZHENG (40), Master of Sustainability, SMU College of Integrative Studies (previously BBM, SMU)

Hong Huazheng, 40, graduates with a Master of Sustainability, achieving Summa Cum Laude with a GPA of 4.05, Dean's List honours (AY25/26), and the Sustainability Stewardship Award. An SMU alumnus who previously completed a Bachelor in Business Management, he returned to study sustainability while running Studio H (Hong Huazheng Pte Ltd), his independent practice as a climate photographer and visual storyteller. His award-winning artistic work uses photography to communicate environmental issues to broader audiences, and he has been recognised through multiple awards and exhibitions.

Angle: Significant achievement combined with "started a business while studying" — a mature student and working artist returning to academia to formalise expertise in a field (sustainability) directly tied to his existing creative business.

SCHOOL OF COMPUTING AND INFORMATION SYSTEMS (SCIS)

9. JOSHUA TING, Master of IT in Business (Data Science & Analytics), SMU School of Computing and Information Systems

Joshua Ting graduates with a Master of IT in Business (Data Science & Analytics) after making an unconventional career transition from nursing into technology. Holding a Bachelor of Science (Nursing) with Distinction, he spent a year as a nurse before recognising the untapped potential of healthcare data to improve decision-making. His interest in analytics led him to SMU's MITB programme and eventually into Singapore's maritime sector, where he now serves as Product Manager (Digital Translation) at the Singapore Maritime Institute. Joshua currently contributes to Singapore's Maritime Digital Twin project, an ambitious national initiative that integrates real-time maritime data into a 3D platform to support operational planning, simulation and decision-making across one of the world's busiest ports.

Angle: Unconventional career pivot — a former nurse who successfully reinvented himself as a data professional and is now helping build Singapore's Maritime Digital Twin.

YONG PUNG HOW SCHOOL OF LAW (YPHSL)

10. TAN MEI HUI (38), Juris Doctor, SMU Yong Pung How School of Law

Tan Mei Hui, 38, graduates with a Juris Doctor from SMU Yong Pung How School of Law, completing the accelerated three-year programme in just two years. Before embarking on her legal career, she earned a PhD specialising in computer vision and machine learning and built a distinguished career spanning technology, cybersecurity, consulting and the public sector. Her interest in law grew from her work navigating issues such as privacy, governance, regulation and risk management, leading her to pursue an LLM in Law and Technology before enrolling in the JD programme. Today, she serves as President of the Cybersecurity Chapter of the Singapore Computer Society and is an SCS Fellow, while also contributing to several Law Society standing committees focused on technology and the legal profession. Combining deep technical expertise with legal training, Mei Hui hopes to help organisations navigate the increasingly complex intersection of artificial intelligence, cybersecurity and the law.

Angle: Mid-career transformation and interdisciplinary expertise – a PhD-trained AI and cybersecurity specialist who successfully transitioned into law, completing an accelerated Juris Doctor programme while remaining active in industry leadership.