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Experience

NuWorks Interactive Labs, Inc.
User Experience Design Intern
October 2016 - February 2017, Manila, Philippines
- Created heuristic evaluation metrics for digital assets
- Prototyped mobile application of internal HR app.
- Researched EEG device (E4, Emotiv) use cases for UX Research in advertising assets.
- Conceptualized and prototyped a work log web app
- Facilitated 30 affective testing sessions handling GSR and EEG data

Freelancer.com
User Experience Design Intern
May - June 2016, Manila, Philippines
- Analyzed the employer and freelancer funnel and proposed recommendations, alternative designs based on benchmarking and user research
- Conceptualized a human-centered solution to notifications feature of mobile site
- Learned persona development, moderated usability testing, and analytics research

User Experience Society
Chief UX Evangelist and Founding President
July 2015 - Present, Manila, Philippines
- Founded the first student UX organization in the Philippines—created branding and identity, vision and mission, advocacy, organizational structure, systems and processes
- Recruited 400 members in two years, created 4 university UX communities
- Managed social media and increased Facebook following by 1,750 likes (800 avg in university)
- Generated $1,430 in revenue in first 4 months as UX Consultancy Director
- Invited 24 industry professionals to give UX talks, including a Google UX Designer
- Contributed a viral article to Medium (175+ recommends and 5,000 views) and Invision (16,000 page views, in the top 10 articles of December 2016)

Jump Digital Asia Pte. Ltd.
User Experience Design Intern
April - June 2015, Manila, Philippines
- Worked with user experience team to produce 4 mockup sets for digital agency clients
- Designed social media and digital product assets for advertising campaigns and websites
- Prototyped a Facebook application for an international car brand with HTML and CSS

Education

Ateneo de Manila University
BS Management Information Systems
Manila, Philippines
Expected graduation in June 2018
Central Bank of the Philippines Scholar

Lourdes School Quezon City
Secondary Education
2014 - Manila, Philippines
- St. Francis of Assisi Award (Highest Award)
- Valedictorian (out of 207 students)
- Gerry Roxas Leadership Awardee
- Alfonso Yuchengco Award for National Discipline
- Rector's Gold Cross for Outstanding Accomplishment in Information Technology
- Rector's Gold Cross for Outstanding Accomplishment in Community Service
- Fernanda Balboa Leadership Award

Methods

Prototyping
Usability Tests
Contextual Inquiry
Wireframes and Mockups
Heuristic Evaluation
Sketching and Storyboarding
Design Studios

Technical Skills

Sketch, FramerJS, Adobe XD, Adobe Creative Suite, Invision, HTML, CSS, JavaScript

Awards

2nd Place, YouthHack Code Weekend
Top 2 out of 18 teams who competed for the championship. Created a mentor marketplace web app called MentorTown. Served as team leader, UI/UX designer and Front-end Developer to drive the team to success. (2015)

3rd Place in Web Design and 1st Place in Web Design
Philippine Association of Junior I.T. Achievers Grand (PAJITA) National and Regional Computer Competition (2012)

UX Activities

Conferences
ASES Stanford Summit 2017
UX Philippines 2017
UX Hong Kong 2017
UX Singapore 2016
Form, Function and Class 2016 by PWDO
World IA Day - Manila 2016
Echelon Summit by e27 Singapore
Form, Function and Class 2015 by PWDO
UX Summit 2015 by UXMNL

Mentoring and Judging
HealthHacks PH 2015, YouthHack Code Weekend 2016, UP CSI GeeCS 9.0 Hackathon, ASES Manila Startup School Demo Day, UP KEM Idea Generation Contest

Events Management
UX & Chill Talk Series, UX University Workshop Series, UX Masters Series, UXPH Meet-ups, UX Philippines Conference 2017

Talks, Classes & Workshops Given
Mini Design Sprint - YouthHack Ideathon 2017
Leadership Talk - MISA LDS
UX Talk and Workshop - UP Cursor Computer Science Summit 2016
HTML and CSS Workshop - Ateneo GRIDS
HTML and CSS Workshop - YouthHack Code Weekend 2016
Design Studio Workshop - Bynare Technologies and Mutien University
Web Design Class - Lourdes School QC
UX Workshop - Erudition, UP Cursor Week 2016
UX Workshop - University of the East
UI/UX Workshop - UP Center for Student Innovations GeeCS 9.0 Hackathon