

# CHRYSOBERYL FRANCISCO

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## Education

### CARNEGIE MELLON UNIVERSITY

#### MASTER OF HUMAN-COMPUTER INTERACTION

2013 - present, Pittsburgh, PA, United States and Madeira, Portugal  
Dual degree with University of Madeira  
Expected graduation in December 2014

### UNIVERSITY OF THE PHILIPPINES

#### BACHELOR OF SCIENCE IN COMPUTER SCIENCE

2006 - 2010, Manila, Philippines  
Graduated Magna Cum Laude  
Awarded as Most Outstanding Student in the District of Kalawaan, City of Pasig  
Held directorate positions in University of the Philippines (UP) Career Assistance Program for Engineering Students and UP Junior Marketing Association

## Experience

### GOOGLE

#### USER EXPERIENCE DESIGN INTERN

June - August 2014, Mountain View, CA, United States  
Collaborated with the AdWords UX team in ideating, iterating, prototyping, and testing designs to improve the experience of advertisers in AdWords. Project cannot be fully disclosed due to confidentiality terms.

### PROCTER & GAMBLE ASIA

#### E-CONTENT REGIONAL LEADER

2012 - 2013, Manila, Philippines  
Launched and managed an end-to-end eCommerce solution to source, manage, and distribute P&G product content to different online retailers in Asia. Generated \$29M revenue through online sales by delivering content for 11,000 SKU's to more than 10 different online retailers across Asia.

#### DIGITAL CONTENT MANAGER

2011 - 2012, Manila, Philippines  
Led image sourcing operations for creating virtual shelves for Asia markets and categories, and managed relationships with various external suppliers.

#### SERVICE OPERATIONS MANAGER

2010 - 2011, Manila, Philippines  
Led and executed process standardizations and simplifications in daily operations of an internal organization which managed market share data. Certified in Information Technology Infrastructure Library (ITIL) v3 Foundation.

### HEWLETT PACKARD ASIA PACIFIC

#### APPLICATION MANAGEMENT INTERN

May 2009 - July 2009, Manila, Philippines  
Developed both front and back end using PHP, MySQL, HTML and CSS of the Real-Time Control Information System (RTCIS) Application Current Best Approach database which stores thousands of ticket resolution techniques for the RTCIS application management team.

## Methods

Contextual Inquiry  
Heuristic Evaluation  
Competitive Analysis  
Persona Development  
Task Analysis  
Sketching and Storyboarding  
Wireframes and Mockups  
Prototyping  
Usability Tests

## Technical Skills

Adobe Photoshop, Illustrator, InDesign, After Effects  
HTML, CSS  
Javascript, jQuery  
Java, C  
PHP, MySQL  
Python, Django

## Other Interests

Traveling to different countries and exploring different cultures.  
Swimming, cycling, and running – avid triathlete, Ironman 70.3 finisher.  
Learning languages – fluent in English and Filipino, elementary proficiency in Portuguese.