

Rafael Red Angelo M. Hizon

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Visit <https://red-pula.github.io/profile/> or scan my QR code.



SOFTWARE ENGINEER • PROJECT MANAGER

A multi-awarded and decorated developer, renowned for exceptional achievements as a former programmer of the Philippine Robotics Team. Finished BS in Computer Science at the University of the Philippines Los Baños as the top 1 Magna Cum Laude in its Institute of Computer Science, and possesses a deep passion for utilizing technology to address real-world challenges.

PROFESSIONAL EXPERIENCE

Pinnacle Robotics December 2023 - Present
Managing Director (Business Development) & Software Engineer

Led the development of *Pynnacle*, a *Python* package enabling developers to save approximately 10–15 hours per project by simplifying the integration of *Python* applications with popular robotics hardware and eliminating the need for complex function handling. Designed a curriculum to teach absolute beginners the fundamentals of computer science in just 24 hours. Co-authored a book tailored for the curriculum, featuring carefully curated content, exercises, and projects to ensure an engaging and practical learning experience.

Instant Reader January 2025 - May 2025
Software Engineer & AI Developer

Engineered an AI-driven sales chatbot that slashed *Facebook Messenger* response time from 4 hours to under 30 minutes—boosting lead engagement and accelerating deal closures. Designed a high-converting, UX-optimized checkout page experience (reduced steps, clicks, and cognitive load), integrated with Meta’s tracking for advanced targeting. Surpassed the company’s 2% conversion benchmark—achieving 7% post-launch and peaking at 10% within 48 hours.

Instant Reader July 2022 - August 2022
Full-Stack Developer

Designed and developed a customizable marketing website and a web-based admin app, enabling non-technical users to edit widgets without coding, saving 5–10 hours and \$200 per update. Laid the foundation for a CRM system to track employees, clients, and leads. Completed all projects in one month with a team of three, saving over 200 hours and \$5,000 in costs.

Institute of Computer Science, University of the Philippines Los Baños March 2022 - June 2022
Software Engineering Project Lead

Spearheaded a project for a software engineering course, leading an entire section comprising 3 teams to develop a professional-grade record management system for the university. The system streamlined the process of viewing, examining, and updating graduating student records, significantly improving efficiency compared to traditional methods like Excel. The system has the potential to save employees up to 50 hours annually by automating data management tasks. Actively contributed to frontend development, API integration, and database design. The project received positive feedback from esteemed university professors for its significant impact on improving student record management efficiency.

Colegio de San Juan de Letran Calamba January 2014 - June 2019
Competitor & Robotics Instructor

Trained over 100 participants, including teachers and students, with several becoming international robotics competitors. Led research and development for various robotic projects, driving innovation and contributing to the field. This work resulted in historic achievements, including the first gold medals for the Philippines in prestigious competitions. One standout project, the Oil Skimmer Robot, is designed for autonomous oil spill cleanup and can save up to 50 hours of manual labor per deployment. View here: <https://youtu.be/Wqms57OH2Ps>

EDUCATION & CERTIFICATIONS

University of the Philippines Los Baños
Bachelor of Science in Computer Science
Magna Cum Laude
Grade: 1.21 (where 1.0 is the highest)

Colegio de San Juan de Letran Calamba
Senior High School
Science, Technology, Engineering, and Mathematics

Technical Education and Skills Development Authority
NC1 & NC2 for Automotive Servicing

REFERENCES

Nestor Sienes, LPT, MAST
Coach, Letran & Philippine Robotics Team
Linkedin: <https://linkedin.com/in/nestor-sienes-lpt-mast-8429221f6>

Mylah Anacleto, MSc
Assistant Prof., University of the Philippines Los Baños
Linkedin: <https://www.linkedin.com/in/mylahanacleto/>

Mhay Powell
Software Engineer Adviser & Product Owner, FedEx
Linkedin: <https://www.linkedin.com/in/mhay-p-7036b8158/>