



# FRANCIS TSENG

DESIGNER & DEVELOPER

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610-322-8476

## EDUCATION

### University of Pennsylvania

2007 - 2011

Philadelphia, PA

#### *Bachelor of the Arts in Cognitive Neuroscience*

The cognitive neuroscience concentration is an interdisciplinary program combining the fields of computer science, psychology, neurobiology, philosophy, decision theory, & behavioral economics, with a focus on human interaction.

## EXPERIENCE

### IDEO

2012 - Present

Bay Area, CA

#### *Interaction Designer & Developer*

Provide interaction design and development skills for a wide range of web projects, both internal and for clients. Skills & technologies used include Ruby on Rails, Node.js, Backbone, iOS, some basic server management, frontend engineering (HTML/CSS/JS), and databases (CouchDB, MySQL, & Postgres), in addition to design work involving producing graphic assets, designing interactions, and higher-level systems design.

### Caoker

2011 - 2012

Beijing, China

#### *Product Manager & Lead Designer*

Developed and designed the web and mobile product's overall aesthetic, brand, and user experience for a fast-paced startup. Conceived and designed new features, then guided their development. Managed team of developers in a bilingual environment. Designed and coded front-end and UI for the web app using HTML, CSS, jQuery and Ruby on Rails.

### Penn Student Design

2010 - 2011

Philadelphia, PA

#### *President*

Oversaw Penn Student Design's merger with Penn Student Agencies. Organized launch campaign and developed PSD's brand. Developed internal infrastructure and processes for coordinating designers, new jobs, and payments. Recruited and managed new designers. Responsible for finding new clients.

### Pi Lambda Phi

2009 - 2010

Philadelphia, PA

#### *Vice President and Archon*

Vice President and Archon for Pi Lambda Phi, Epsilon Zeta chapter (University of Pennsylvania). A leadership position managing day-to-day responsibilities of a progressive (or "alternative") fraternity, as well as its relationships with other university leaders. Responsible for ensuring events and shows ran without issues, and managing security for those events.

## SKILLS

### DEVELOPMENT

HTML/HTML5	Node.js
CSS/SASS	Backbone.js
JS / jQuery	CouchDB
Ruby / Rails	MySQL
iOS/Objective-C	Python
Cocos2d	Git
Wordpress	Processing

### DESIGN

Interaction (UI)
Experience (UX)
Behavioral
Product
Mobile
Visual
Web