Francis Tseng

✉ ftzeng@gmail.com
🏠 yadonchow.com
📞 610-322-8476

EDUCATION

2007 - 2011

Bachelor of the Arts in Cognitive Neuroscience
University of Pennsylvania - Philadelphia, PA

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

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 of 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.

Deerhaus
2009 - 2011
Philadelphia, PA

Founder & Director
Founded and directed an independent art and music collective and booking organization. Coordinated collaborations among a group of musicians and visual artists. Organized events around Philadelphia, including a well-received, sold out warehouse show for Chinese New Year.

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.

Penn Student Agencies
2008 - 2011
Philadelphia, PA

Creative Consultant
Developed plans for developing exposure and increase awareness of Penn Student Agencies (PSA). Coordinated ad campaigns for PSA. Worked with clients and other departments to develop graphic products according to their needs.

SKILLS

PROGRAMMING
- HTML/HTML5
- CSS
- Javascript / jQuery
- Ruby / Rails
- Python

DESIGN
- Graphic
- Web
- Mobile
- UI/UX
- Interaction

LANGUAGES
- English
- Mandarin Chinese

QUALITIES
- Self-motivated
- Fast learner