

Earl Tristan O. Isidro

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EDUCATION

University of Santo Tomas

Bachelor of Science in Information Technology

- GWA: 1.6/1.0; Latin Honor: **Cum Laude**

June 2025

Manila, PH

WORK EXPERIENCE

Home Credit Philippines

Feb. 2025 – June 2025

User Experience Design (UXD) Intern

Taguig, PH

- Created 200+ conversion-focused banners (SKU-specific, generic, app downloads), contributing to increased click-through rates (CTR) and app installs
- Audited 30+ UI components and optimized 15+ web pages using MS Clarity and Magnolia CMS; improving usability and user engagement based on behavioral insights.
- Conducted audits across 30+ components and authored 5 detailed UX reports with actionable recommendations, several of which were approved for implementation.

HumanDAO

Aug. 2022 – Apr. 2025

Full-time Builder (HTF Project Administrative Support)

Remote

- Coordinated onboarding and task routing for 50+ decentralized assistants, managing applications, assignments, and role distribution across Discord, Notion, and internal platforms.
- Provided multi-channel support for assistant inquiries via Discord tickets, email, and DMs, maintained accurate documentation and tracking sheets (e.g., Trello, Google Sheets).

PERSONAL PROJECTS

OSAMS: Undergraduate Degree Capstone Project | [LINK](#)

Project Lead and Full-Stack Developer

- Developed an Asset Management System with asset tracking, event coordination, and access control using Agile methods; integrated Twilio (SMS/email) and Google API for authentication.

Personal Portfolio Website | [LINK](#)

Developer and Designer

- Built a responsive MERN-based portfolio to showcase projects and skills, optimized for performance, accessibility, and modern UI/UX standards.

LEADERSHIP & ORGANIZATION EXPERIENCE

UST ICS Student Council

May 2024 – May 2025

Student Council President

Manila, PH

- Represented 2,000+ IT, IS, and CS students; initiated tech programs, academic consultations, feedback systems, and oversaw cross-functional committees for events and student welfare.

CERTIFICATIONS, SKILLS & INTERESTS

- Certifications:** Google Analytics Certification; Google Conversion Optimization Certification
- UI/UX & Analytics Tools:** Figma; MS Clarity; Google Analytics; Adobe Creative Suite
- Skills:** UI/UX Design; Responsive Web Development; SEO; Problem-Solving; Design Thinking; Agile Workflow; Stakeholder Collaboration
- Interests:** Photography; Film; Video Games; History; Student Leadership; Musicals; F1 Racing; Lego

Character References are available upon request