




RACHELLE ANGELI MARAÑON

 (415) 900-9760 |  maranon.r@northeastern.edu |  linkedin.com/in/rachelleangelim

EDUCATION

Northeastern University

Master of Computer Science - ALIGN, GPA 3.8

Expected Graduation: Jan 2022

Course work: Human-Computer Interaction, Foundations of Artificial Intelligence, Database Management Systems, Object Oriented Programming, Algorithms, Computer Systems, Intensive Foundations of Python, Discrete and Data Structures, Web Development

Stanford University

Certificate Classes (Summer Sessions, Continuing Studies)

June 2017 – June 2020

Course work: Product Management, Design Thinking, Technology Entrepreneurship, Symbolic Systems

University of the Philippines

June 2012 - June 2017

Bachelor of Arts in Psychology and Business Management

TECHNICAL SKILLS

FRAMEWORKS | Agile, Scrum, Waterfall

LANGUAGES | Java, Python, C, C++, HTML/CSS

OTHER TECHNICAL SKILLS | SQL/NoSQL, REST APIs, Azure, MySQL, React Native

TOOLS | Git/GitHub, Trello, Tableau, Typeform, Jira, MATLAB, SPSS, Balsamiq, Figma

WORK EXPERIENCE

Pix.Co, Product Associate

July 2020 – Dec 2020

- **New product development:** Identified and wrote requirements for product enhancements that adheres to COVID-19 protocols based on market and competitive research. Recognized as a local top photobooth company in 2020.
- **Data-driven decision-making:** Established KPIs to track product performance including profitability and user behavior, resulting in conversion to new product instead of cancellation that increased customer retention by 15%.

Northeastern University

Jan 2021 – present

- **Khoury Research Apprenticeship Fellow:** Nominated and selected for this fully funded apprenticeship to work with Dr. Stacy Marsella in a research about the Data-driven Modeling of Disaster Response.
- **Data Visualization Lab Assistant and Teacher's Assistant:** Piloted Design Study "Lite" Methodology as a teaching approach in class of 65 students and wrote findings for publication

Stanford Lean Startup Techniques, Hacking for Recovery Sessions 1-3 (Hackathon)

June – Aug 2020

- Identified value proposition, business model, product vision, and built roadmap of 3 mobile applications; an app that matches SE and PM applicants to recruiters, platform for booking fitness classes and a kid friendly social media platform.
- Prioritized backlog, set sprint goals weekly through Jira and Aha! based on cross-functional collaboration with architects, developers, customers, stakeholders and successfully delivered a total of 9 product demos, 3 for each application.

Spyk (Personal Project)

April – Sept 2020

- Spearheaded agile sprints and coordinated product delivery for 5-people team; Wrote user stories in JIRA, run estimations and backlog grooming sessions for remote teams; created user flow diagrams, sequence diagrams; API specs.

ServiceNow – Northeastern (Hackathon)

May 2020

- Defined product vision, gathered requirements, prioritized features roadmap, and worked closely with the key stakeholders (students, internship/coop advisors, recruiters) to develop a mobile app that organizes internship applications.

The Pandemic Story Book (Personal Project)

Sept 2020

- Developed, managed and led a team of 6 members from concept-to-launch of a 4-part children story book web series.
- Coordinated user acceptance testing and gathered user feedback which was reviewed by the design and engineering team.

LEADERSHIP

Her Tech Hour, Co-Founder

April 2020 - present

- Led a nonprofit to improve member's engagement level by 30% by organizing educational technology related webinars. As of Dec 2020, we had 15 webinars that reached over 1, 500 attendees per Eventbrite.

Filipinas in Computing (AnitaB.org), West Coast Coordinator

May 2020 – Nov 2020

- Directed west coast student initiatives for pre GHC events that was able to increase Filipina participation in GHC by 15%

Northeastern University, Student Recruitment Ambassador

April 2020 – Dec 2020

- Representative of the Align MSCS program at around 20 recruiting events that reached out to 850 potential students