LIZ MARIE TULIO
ICT PROFESSIONAL

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A highly motivated and versatile master's student with a human-centred design background and entrepreneurial mindset. I aim to transform visionary concepts into viable interactive systems with measurable commercial value. Skilled in problem-solving, user empathy, and visual communication, with a strong experience in customer service, administrative/project support, and brand design. I am eager to learn and embrace emerging technologies, and collaborate with teams to turn ideas into innovative user-centered solutions.

EDUCATION

EIT DIGITAL MASTER SCHOOL
AALTO UNIVERSITY
September 2025 - July 2026
Master of Science (Technology) in ICT Innovation
Major: Human-Computer Interaction & Design
Minor: Entrepreneurship & Innovation

UNIVERSITY OF NEWCASTLE, AUSTRALIA
Completed: November 2024
Bachelor of Information Technology
Major: ICT Professional
Placed on the College Commendation List –
College of Engineering Science and Environment

FOUNDATIONAL SKILLS

Human-Centred Design
- Research Methods
- Problem Identification
- Affinity Diagramming
- Persona Development
- Customer Journey Mapping

Business Strategy
- Business Model Canvas (BMC)
- Value Proposition Canvas (VPC)
- Micro-segmentation
- Market Estimation
- Marketing

Systems & Analysis
- Business Analysis
- Systems Analysis & Design
- System Modeling
- Requirements Gathering
- Risk & SWOT Analysis.

ACADEMIC EXPERIENCE

CIRCULAR FASHION VENTURE

Entrepreneurship Lab, Aalto University   Jan 2026 - Present

Venture Strategy
- Building a circular economy platform aimed at eliminating textile waste by enabling fashion brands to resell unsold off-season inventory directly to price-conscious consumers.

User Research, Discovery & Problem Validation
- Investigated how fashion brands handle unsold clothes to find solutions to reduce waste.
- Interviewed potential users and brands to make sure our solution solves a real problem
- Brainstormed different ideas to find the most sustainable and helpful business model.

Strategic Mapping & Analysis
- Analysed user data to create a clear map of how the service works.
- Created personas of our target customers and users to understand what they want and need.
- Developed a business plan that defines the ecosystem between brands and consumers.

FOUNDATIONAL SKILLS

Management Frameworks
- Project Management
- Agile & Scrum Methodologies.

Specialised Design
- Game Design
- Emergent User-Interface
- Collaborative Evaluation of Interactive Systems

TECHNICAL SKILLS

Design & Prototoyping
- Figma
- Adobe Express, Fresco, Lightroom
- Canva
- ProCreate

Web & Software Development
- HTML
- CSS
- JavaScript
- Python
- Java
- Dart

System & Infrastructure
- AWS Cloud Computing
- SDLC, Systems & Network Administration
- Cybersecurity

E-commerce & Platforms
- Shopify
- WooCommerce
- Slack
- Trello

STUDENT PROJECTS
https://www.liz2lio.link/projects.html

PITCHES
https://tinyurl.com/cozy-pitch
https://tinyurl.com/museum-pitch

ACADEMIC EXPERIENCE

Business Architecture
- Developed a scalable B2B2C business model and value proposition that solves a critical pain point for brands (inventory loss) and consumer (affordability) simultaneously.

Ongoing Technical Execution
- Currently moving into Agile Prototyping and Testing phases to validate the user interface and platform mechanics.

Future Milestones
- Preparing for Market Estimation and high-stakes Investment Pitch to industry experts and facilitators.

PROGRAM PLANNER APP (Project)
Work-Integrated Learning, University of Newcastle
March 2024 - October 2024

Our team developed an entrepreneurial prototype, the "Program Planner App," to allow the University of Newcastle students to plan their degree pathways. Below are the key roles I performed during the project:

System/Business Analyst
- Analysed business processes and user needs to identify opportunities to improve the university's existing program planner.
- Coordinated with the stakeholders and development teams to translate business needs into functional and non-functional requirements.
- Monitored Agile development activities within the project scope and collaborated with the team to deliver iterative solutions.
- Authored system documentation of the "Program Planner App" detailing the scope of work, structure, workflows, functionalities, use cases, system and database design, system development and testing.

UI/UX Design
- Led the design of the user interface prototype by creating an intuitive and user-friendly layout that aligns with user experience best practices.

Front-End Development
- Supported frontend development through CSS styling for design consistency.

Scrum Master
- Led Agile processes by facilitating daily stand-ups and sprint reviews, maintaining team focus for timely project delivery.

SOFT SKILLS

Entrepreneurial Leadership
- Initiative
- Resilience
- Strategic Thinking
- Adaptability

Communication & Collaboration
- Strong Communication
- Active Listening
- Advance Writing
- Pitching/Storytelling

Problem Solving
- Accountability
- Creativity
- Design Thinking
- Detail-oriented
- Empathy

AWARDS

- IBM Eminence & Excellence Award (Nov 2015)
- IBM Pillar Awardee (Nov 2013)

LANGUAGES

- English, Tagalog

PROFESSIONAL WORK EXPERIENCE

ASTRO TILE NEWCASTLE   2022- 2023

E-commerce Manager
- Managed all aspects of the online store, including inventory, pricing, order fulfillment, while also creating and editing product photography for web publication and creating content for promotion Facebook and Instagram social media platforms.

AZANATEK LTD   2017- 2020

Carried out diverse roles for a start-up company in London, UK. These duties include Virtual Administrative Assistant, Social Media Branding and Management, graphic design and e-commerce manager.

IBM BUSINESS SERVICES INC., PHILIPPINES   2011-2016

Performed various roles including Administrator and Project Coordinator for Request for Service (RFS), Subject Matter Expert (SME) for Bid Support Specialist, and Bid Support Specialist

Administrator and Project Coordinator for RFS IBM Canada
- Managed Canadian Accounts namely Equifax, Celestica, Government of Manitoba, AirCanada and Bank of Nova Scotia.
- Validated and processed service requests.
- Monitored project progress and milestones.
- Facilitated resource allocation and claim requests.
- Collaborated with IBM Executives, Managers, Consultants, Architects, and Technical Service Professionals to fulfill service requests.

Bid Support Specialist Subject Matter Expert (SME)
- Trained new team members on IBM CND processes.
- Provided expert support and guidance on business guidelines
- Led knowledge transfer during IBM Brazil transition.
- Conducted quality audits and implemented process improvements.
- Ensured contract compliance and streamlined document preparation.

Bid Support Specialist
- Supported pre-sales bid process for opportunity owners.
- Managed bid approval tracking and financial verification.
- Facilitated customer record creation and pricing support.
- Prepared contracts and proposal change requests.
- Ensured proposal validity and order package submission, maintaining strict compliance.

CONVERGYS INC., PHILIPPINES   2009-2011

Technical Support Representative
- Provided technical support via inbound calls, resolving product/service issues, managing service tickets, and communicating outage resolutions. Maintained customer records and documented interactions.