Osbert Reynaldi Sudjana

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Education

University of California, Los Angeles   4.0 GPA (Dean's Honors List)
Cognitive Science and Computing, Bachelor of Science
Digital Humanities Minor   Expected Graduation: **June 2024**

Skills

Softwares: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, WordPress, Procreate, Github, Microsoft Office
Languages & Frameworks: HTML, CSS, JavaScript, C++, Java, Python, x86 Assembly Language, Bootstrap, React.js, Node.js

Experience

UI/UX Designer and Web Developer , UCLA Radio   **September 2022 - Present**
- Collaboratively revamped the UI/UX and logo of uclaradio.com to better integrate and connect audiences to the platform by creating functional designs in Figma that allow better interactivity and ease of navigation.
- Designed UI/UX of an interactive Spotify-based web app that constructs artist acronyms using usernames by building different mockup components, and designs of home pages and result pages in Figma.
- Translated the uclaradio.com redesign into an entire full-stack website with the backend and frontend team through WordPress, HTML, and CSS and created new animations using JavaScript.
- Engineered a responsive home page that displays the login prompt and results page that displays the acronym for the Spotify web app as a full-stack developer using HTML, CSS, Bootstrap, JavaScript, Node.js, and React.js.

UI/UX Design Intern, Vooya   **September 2022 - February 2023**
- Redesigned the UI/UX and added 20% more metrics to the Passion Personality Assessment results page by illustrating icons, graphs, tables, and entirely new print layouts using Adobe Illustrator, InDesign, and Photoshop.
- Created customer journey maps, user personas, and user flow diagrams in Mural, Figma, and Invision for a new user dashboard and profile feature through UX research in surveys and interviews.
- Initiated the idea for a new pop-up product recommendation feature, user dashboard, and profile page on the main website by synthesizing pain points and expectations learned in UX research through middle and high-fidelity wireframes in Figma.
- Devised a new layout system within the user dashboard design that allows report data from passion personality, perseverance, and archetype assessments to be concise yet interactive using Adobe Illustrator and Figma.
- Transformed 80% of new high-fidelity wireframes into mobile layouts to prepare the company for the launch of the new Vooya Stories web app, User Dashboard section, and Merchandise Store Page by using Android Design Principles in Figma.

Head of Design , Wenny's Handbag   **June 2021 - October 2022**
- Devised an end-to-end experience of the official company website by developing interactive mock UIs of the landing page, about us, product showcase, and contacts page in Figma.
- Streamlined direct company communication with customers by 70% through conducting user research and identifying pain points and opportunities in UX, which led to the integration of a mailto and WhatsApp API to the website.
- Coordinated with the company's CEO and stakeholders to integrate their artistic input into the final website design by formulating multiple low-fidelity and high-fidelity designs in Figma.
- Improved company's direct business to individual customer sales by 33% through personally attending to the communication channels and maintaining an online store.

Projects

osbertreynaldi.github.io, *HTML, CSS, Javascript*   **March 2021**
- Incorporated an interactive environment by creating user-friendly icons using a modified open-source CSS file and thumbnails designed in Figma
- Created a showcase for personal projects by building a full-stack static website using HTML, CSS, Javascript, and Bootstrap

Tryft, *Java*   **March 2022**
- Spearheaded a clothing store project by coordinating a team of 5, delegating tasks considering the team member's respective strengths, and architecting a multi-file java project using UML diagrams
- Enhanced customer accessibility by implementing back-end product and customer account databases as well as sorting by using Hash Tables, Binary Search Trees, Heaps, Comparator Classes, Queues, and Linked Lists written in Java.

Involvement

President, Entrepreneurs & Technology (De Anza College)   **May 2021 - June 2022**
- Led a team of 4 by delegating tasks considering the team member's respective strengths and assigning team roles accordingly
- Motivated a 130+ member organization through reducing the barrier of entry to STEM roles in the De Anza College Community by organizing informational and insightful events using methods such as inviting guest speakers and established professionals

Marketing & Design Officer, PERMIAS (De Anza College)   **May - August 2021**
- Collaborated with other leaders to create a yearbook for the Indonesian class of 2021 using HTML, CSS, JavaScript, and Bootstrap.
- Created multiple low-fidelity and high-fidelity designs to incorporate stylistic input from other design leads using Figma.

Teaching Assistant for C++ and Assembly Language, De Anza College   **January - June 2022**
- Mentored students in intermediate and introductory coding courses which include C++ and x86 Processor Assembly Language.
- Collaborated with Disability Support Services (DSS) at De Anza College to provide further mentoring and educational accommodation to disabled students enrolled in the course by holding additional office hours.