

Osbert Reynaldi Sudjana

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Education

University of California, Los Angeles
Cognitive Science, Bachelor of Science

Expected Graduation: June 2024

Skills

Softwares Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Procreate, WordPress, Github, Notion, Microsoft Office

Languages HTML, CSS, JavaScript, C++, Java, Python, x86 Assembly Language

Frameworks Bootstrap, React, Node.js

Experience

Product Design Intern, **Vooya**

September 2022 - Present

- Redesigned the UI/UX and added 20% more metrics to the Passion Personality Assessment results page through 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

Product 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 WebFlow, HTML and CSS and creating 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.

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 User Experience, 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
- Created an IT department in the company by delegating technical tasks involving the maintenance and updating of the website and online stores to employees from different departments.

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 by using HTML, CSS, Javascript and Bootstrap
- Engineered a smooth-motion viewing experience by implementing appear-on-scroll animations using JavaScript Intersection observers and CSS keyframes

Clothing Store, **Java**

March 2022

- Spearheaded a clothing store project by coordinating a team of 5, and 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.
- Integrated a back-end order, shipment and product inventory system using Binary Search Trees, Heaps, Comparator Classes, Queues and Linked Lists written in Java

Involvement

President, Entrepreneurs & Technology (De Anza College)

May 2021 - Jun 2022

Marketing & Design Officer, PERMIAS (De Anza College)

May - Aug 2021

Teaching Assistant for C++ and Assembly Language, De Anza College

Jan - Jun 2022