Osbert Reynaldi Sudjana

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Education

University of California, Los Angeles
B.S. Cognitive Science and Computing,   GPA: 3.85
Digital Humanities Minor   Expected Graduation: **June 2024**

Skills

Softwares: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Tableau, Notion, WordPress, Procreate, Adobe Creative Suite, Jira
Data: SQL, Excel, Pandas, Scikit-learn, Matplotlib, Numpy, NLTK, NetworkX
Languages & Frameworks: HTML, CSS, JavaScript, C++, Java, Python, x86 Assembly Language, Bootstrap, Node.js, React.js
Relevant Coursework: User Experience Design, Algorithms and Complexity, Data Management Systems, Fundamentals of Artificial Intelligence, Social Media Data Analytics

Work Experience

AI Product Manager Intern, SparrowUp.ai   **June 2023 - Present**
- Coauthored the product specifications for the new AI coaching feature ensuring seamless integration into the machine learning database and collaboration between cross-functional teams through Notion and Figma.
- Established a recruiting pipeline for the company through Agile sprints—expanding the marketing team by 50% and the internal tools team by 25%, resulting in a 33% increase in hiring time efficiency.
- Conducted comprehensive RnD, and created detailed wireframes in Figma to guide the engineering team of the recruiting internal tool, increasing operational efficiency by 50% and decreasing research duration by 33%.
- Prepared the Sparrow Phone Stands In-App Purchasing feature for release by conducting A/B testing of the home page stands banner and overall user experience, driving engagement and conversion among thousands of users.

UI/UX Design Intern, Zen Frenz   **April 2023 - June 2023**
- Boosted sales of non-CBD products by 31% by building a new Amazon storefront including motion graphics and illustrations created through Canva, Photoshop, and Procreate.
- Orchestrated the successful redesign of the company's product packaging, optimizing shelf visibility, consumer engagement, and market penetration by gathering key stakeholder requirements, conducting competitive analysis, and designing through Illustrator.

UI/UX Designer and Software Engineer , UCLA Radio   **September 2022 - March 2023**
- Organized a team of 5 to design and build a 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.
- Collaboratively revamped the UI/UX and logo of uclaradio.com to integrate better, and connect audiences to the platform by creating functional designs in Figma that allow better interactivity and ease of navigation, increasing design time efficiency by 20%.
- Engineered the uclaradio.com redesign into a full-stack website with the backend and frontend team through WordPress, HTML, and CSS and created new JavaScript animations.

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.
- Initiated a new pop-up product recommendation feature, user dashboard, and profile page on the main website by synthesizing pain points and expectations learned through user surveys and designing low, mid and high-fidelity wireframes in Figma.

Head of Design , Wenny's Handbag   **June 2021 - October 2022**
- Streamlined direct company communication and increased sales 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.

Projects

Co-founder and Lead Designer, EasyCash   **August 2022**
- Led the design and development of a pioneering fintech app addressing the complexities of money transfers in Indonesia's digital payment landscape.
- Conducted extensive research on Indonesian millennial and Gen-Z demographics to create user profiles, customer journey maps, and affinity maps, ensuring an empathetic and user-centric approach.
- Successfully developed a fully functional iOS design prototype, streamlining money transfers within 3 button clicks, and simplifying the e-banking experience for users in Indonesia.

Lead Designer, YelpRex   **August 2022**
- Designed a new lock-screen widget food recommendation system using Yelp's interface and notification expansion layout that streamlines user experience through Figma.
- Leveraged inspiration from IOS 16's Live Activities feature to create engaging and interactive notifications and widgets.

Leadership

Project Manager and UI/UX Designer, GenderTech   **June 2023**
- Spearheaded the project team of 4 members through Agile Sprints as well as created a dashboard to manage team tasks using Notion.
- Developed a user-friendly website using Wordpress, analyzed and visualized data through R and Tableau, and designed low-fidelity wireframes through Figma.

Project Manager and Lead Developer, Tryft   **March 2022**
- Led a team of 5 to build a clothing store, enhancing customer accessibility by implementing back-end product and customer account databases using Hash Tables, Binary Search Trees, Heaps, Comparator Classes, Queues, and Linked Lists in Java.