

# Osbert Reynaldi Sudjana

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## Education

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

4.0 GPA (Dean's Honors List)  
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.js, Node.js

## Experience

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 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.

Product 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 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 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, 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