

# SHIENNY SUTANTO

PRODUCT DESIGNER

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Irvine, California 

## Profile

**A Result-Driven Designer** with architecture, R&D, and marketing background. Experienced in design and project managements from conception to fruition with skills in effective communications with clients, multidisciplinary consultants, and customers.

## Professional Skill

- Problem Solving
- Story Telling
- Client & Project Management
- HCI
- Competitor Research
- User Research
- User Testing
- Information Architecture
- WireFraming
- User Interface Design
- Prototyping

## Tools

- Adobe XD
- Adobe PhotoShop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effect
- Adobe Premier Rush
- Adobe Lightroom
- Figma
- VSCode
- CaptureOne
- Digital Photography
- Microsoft Office
- Google SketchUp

## Education

**COMMUNICATING FOR IMPACT**  
IDEO U

**UX IMMERSION & FRONTEND**  
CAREER FOUNDRY

**BACHELOR OF ARCHITECTURE**  
CORNELL UNIVERSITY  
*California Licensed Architect 2012*

## PROJECTS

### Lead Product Designer

March-April 2023

**MERCHANDISING App.**

Tools used: Adobe XD, Photoshop, Illustrator, Miro, PowerPoint, Zoom

- Designed a merchandising app from conception to prototype.
- Conducted interviews with clients and all potential users to understand needs and pain points.
- Presented and clearly communicated design intent.
- Conducted user testing, collected and analyzed data for further iterations and refinements of the prototype.
- Successfully managed project and client expectations and needs.

### Lead UX Designer

November 2022- April 2023

**HEALING HANDS App.**

Tools used: Adobe XD, Photoshop, Illustrator, Usability Hub, Optimal Sort, Slack, Zoom.

- Designed a healthcare app from conception to prototype.
- Conducted User Research, created User Personas and User Flow.
- Conducted Usability Tests and analyze data collected.
- Developed and iterated wireframe and prototypes.
- Created Project Design Document & Styles Guide for project hand-off

## EXPERIENCE

### Product Designer & Marketing Branding Consultant

2015- Present, Hybrid

**CIBADAK AGRI Inc. & CISF Inc.**

- Explored design ideas with storyboards and imagery to efficiently communicate with senior executives of the company.
- Collaborated with R&D and Production Teams to test new recipes and simplify production procedures for efficient production scale-up.
- Developed and created four new retail brands.
- Worked closely with senior executives and sales team to find new opportunities in the form on new product lines to minimize waste.
- Developed and created new product lines for several brands and helped the sales team launch in 2021, 2022, and 2023.
- Managed in-house marketing team and review marketing products to maintain brand identity and tone.
- Managed contents of social media accounts for three brands (includes photography, food styling, and content writing)

### Entrepreneur

2016-2020, Irvine, California

**BHOGA FOODS, Inc.**

- Conducted R&D through customer research and production procedures testings.
- Developed new recipes, analyzed results, and effectively decided on value-add products that are marketable.
- Created and launched a brand and product lines.
- Managed production schedule and budget.
- Effectively communicated new niche products to customers directly.
- Created and managed content of social media account (includes photography, food styling and content writing.

### Associate Principal

2012-2015, Los Angeles, California

**TCA Architects, Inc.**

- Designed and managed high-density mixed-use projects from concept to construction.
- Worked closely with clients to understand their business requirements and proposed design options accordingly.
- Collaborate and communicate effectively with design team and multidisciplinary consultants and engineers toward project success.
- Managed project schedule, milestones, contracts, and service budgets.