

AMELIA RUSLIM

UX Designer
New York, New York

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EDUCATION

General Assembly – New York, NY
Sept. 2015 – Nov. 2015

User Experience Design Immersive
10-wk human-centered design intensive course

University of Michigan – Ann Arbor, MI
Sept. 2008 - Jun. 2011
Dual B.A. International Studies + Spanish
Graduated with University Honors

EXPERIENCE

UX Consultant | YN Store App
Dec. 2015 - present | New York, NY

Identify + provide user trends and needs from the client perspective.
Consult client on + implement all suggestions for client + stakeholder presentations through aesthetic organization of market research + application features.

UX Consultant | charlie! for KeyInsite
Oct. 2015 - Nov. 2015 | New York, NY

Led in a team of 3 UX Designers over a 3-wk period to provide UX consulting for a marketing + freelance management platform start-up.
Conducted user research + heuristic analysis to understand target market.
Designed, tested, + iterated key user flows + hi-fidelity wireframes.

Financial Analyst | Bloomingdale's
Jan. 2015 - Aug. 2015 | New York, NY

Analyzed large datasets using Excel + Access to forecast store workloads + to review monthly store compliance rates.
Implemented more **efficient + intuitive** strategies for financial reporting and store + online pricing.

Assistant Buyer | Bloomingdale's
Feb. 2014 – Jan. 2015 | New York, NY

Partnered with cross-functional visual + marketing teams to enhance the **customer experience** both in-store + online.
Ensured timely delivery of all goods by streamlining the ship log process through the **design** of an Excel-based ship log template, updating an otherwise manual data-entry process. The tool attributed to a **50% growth** in departmental sales during the holiday period.

E-Commerce Merchandise Analyst | Kohl's

Sept. 2012 – Jan. 2014 | Menomonee Falls, Wisconsin

Forecasted sales + inventory need through datasets pulled from in-house enterprise data warehouse system + Omniture Analytics, using Excel.
Identified potential customer experience pain points through **competitive analysis**, resulting in 5x lift in sales.
Presented findings on bi-weekly basis to senior executives.

TOOLS

Sketch,
Omnigraffle,
InVision, Marvel,
Adobe Illustrator,
Adobe Photoshop,
Omniture Analytics;
HTML, CSS, + JQuery

SKILLS

Competitive analysis,
wireframing, prototyping,
user research + user testing,
user flows, mobile design,
persona development; proficient
in Bahasa Indonesia + Spanish