

# 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