DANIEL SAM WIJAYA

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Education:

Boston University, Boston, MA
Joint B.A. in Computer Science & Economics, Minor in Business   **Expected Jan 2026**
Coursework: Product Management, User-Centric Design, Algorithms, Computer Systems, Data Analysis & Empirical Economics

Skills:

Programming & Platform Apps: Python, HTML, CSS, Java, SQL, React.js, R, Figma, Excel, WordPress, Product Management
Language: Bilingual in English & Bahasa Indonesia, Limited Working Proficiency in Chinese

Professional Experience:

PMReady x Hack4Impact@BU, Boston, MA   **January 2025 - Present**
Product Management Intern
- Spearheading the development of a centralized **EMS platform** focus on improving cross-functional collaboration and operational efficiency for 3+ internal teams
- Defining and tracking **OKRs**, managing a **team** of SWE interns to launch core features like CRUD event cards, Google Calendar sync, and task flows
- Applying **Agile** product methodologies using **Jira**; lead sprint planning, retrospectives, stand-ups and maintain product documentation for consistency and project planning
- Designing and run **A/B variations** of low & hi-fi prototype wireframes of user interface using **Figma**, improving task flow and increase user engagement

Cause Connect, Boston, MA   **May 2024 - Present**
Founder & Project Manager
- Leading the making of a student-nonprofit job platform, driving engagement with 5+ Boston-area nonprofits & 20+ students
- Developing a **Full-Stack** web interface using **React.js**, **CSS, Prisma** & **PostgreSQL**, incorporating user personas, onboarding flows, and UX feedback loops
- Conduct 50+ **user interviews** and surveys to refine feature prioritization and validate product-market fit
- Implement growth strategies through **segmentation analysis** and **iterative design**, laying groundwork for early user adoption

Emzingo|U, Boston, MA   **Sep 2023 - Nov 2023**
Global Innovation Consultant Intern
- Improved 40% website engagement of an NGO client on a product-focused website redesign with **WordPress CMS**
- Curated stakeholder-specific customer journey maps and **CTAs**, enhancing user flow and conversion clarity
- Analyzed competitive benchmarking across 6 international NGOs using a 7-metric framework to inform content strategy and UX enhancements

Bentley Consulting Association, Waltham, MA   **October 2022 – December 2023**
Associate Consultant
- Increased 60% of clients' brand exposure through curated strain budget generate-revenue frameworks & ad campaigns
- Handled creating both PESTLE & SWOT frameworks to assess future project risks and costs
- Presented 10+ KPIs for various social media marketing platform for future objectives, improving client awareness by 25%

Projects:

Chug – An Interactive BU Student Daily Water Intake Tracker Website, Boston, MA   **Feb 2024 - Feb 2024**
Co-Founder, Software Engineer
- Won **Best Pitch Award** for innovative student wellness app designed to track water intake and incentivize behavior through gamified streak rewards
- Built and deployed full-stack app using Flask, HTML, CSS; designed interactive dashboard based on user hydration data

Multi-Tiered Application Development Semester Project, Waltham, MA   **Sep 2023 - Dec 2023**
Collaborator
- Constructed dynamic full data-driven technical support website app using **HTML5, CSS3, PHP** and **MySQL** databases
- Collaborated with 2 teammates to brainstorm and implement ideas and feedback to application development
- Facilitated seamless real-time data update and configured **MySQL** integration for data integrity functionality

Extracurriculars:

Innovator (Innovation Pathway Innovate@BU), Product Team Affiliate (PMReady), Junior Analyst (BU Finance & Investment Club), Junior Development Training (hack4impact), Intern (BU Enlight Social Impact), Digital Salesforce Academy (Deloitte)