

# Beatrix Cendana

UX Designer / Writer looking for an opportunity in business or design field.

beatrix.intan@gmail.com

253.886.9334

linkedin.com/in/beatrixcendana/

## EXPERIENCE

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### ZAKKI -- UX Consultant

MAY 2020 - PRESENT

- Spearheaded initiatives in shared strategic direction, process design, and improvement of the sexual misconduct prevention app.
- Conduct one-on-one interview with 10+ partners to obtain an accurate picture of how the app can solve the issue.

### CrowdDoing -- UX Writer

JUL 2020 - SEPT 2020

- Collaborated with 5+ marketing members, 2 UX designers, and 2+ developers to improve the website content that solves global issues.
- Participated in 20+ usability reviews of site designs.

### Dandilyonn -- iOS App Designer / UX Writer

JUN 2020 - AUG 2020

- Collaborated with 2+ developers to create intuitive, usable, and engaging interactions for mobile design to solve the plastic issue.
- Participated in 5+ usability reviews of app designs to understand the potential issues around content.

### The Pioneer Pierce College -- Staff Writer

SEP 2017 - DEC 2018

- Produced 3+ stories monthly, ranging from features, commentary, and international features for the college magazine.
- Researched, collected information, and interviewed people to get more insights for the magazine features.

## PROJECTS

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### Dubsado Business Case Competition -- 1st Place Winner of 2020

- Analyzed and redesigned the website of Dubsado to increase sales revenue. Link: <https://tinyurl.com/y697n6e7>

## EDUCATION

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Pierce College

SEP 2020 - PRESENT

B.A. in Business Management

PIERCE COLLEGE

2017-2018

A.A. in Math and Digital Design

ATMAJAYA UNIVERSITY

2014-2016

B.S. in Medical

## SKILLS

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### DESIGN

Web and Mobile Design, Visual Design, Illustration, User Flow, Wireframes

### METHODS

Marketing Analysis, SEO, User Research, Prototyping, Usability Testing

### TOOLS

Adobe InDesign, Adobe Illustrator, Figma

### TECHNOLOGIES

HTML, CSS, Java, Python, Power BI, SQL

### COLLABORATION

Agile environment, detail-oriented, communication