Roselina **Kezia** Rijadi

+ 1 (778) 266-8778 • Vancouver, 2255 West Mall • keziarijadi25@gmail.com • [Github] • [Linkedin]

EDUCATION

BACHELOR OF SCIENCE, UNIVERSITY OF BRITISH COLUMBIA   **2023 - Present**
- Key Courses: Object-Oriented Programming (97%), Models of Computation (92%)
- Awards: 1st Place ($1000 prize) - BOLT UBC x Mastercard Analytics Case Competition, 1st Place ($200 prize) - WiDS UBC x SAP Case Competition, Best Visualization - WiDS UBC x American Statistical Association Datafest

VOLUNTEER EXPERIENCE

VP Web Development   **May 2021 - Dec 2022**
INFISA Journalism Club | Jakarta, Indonesia
- Developed a dynamic website using WordPress and JavaScript, enhancing user interaction and creating a responsive layout. Led a team of 12 volunteers that executed design, coding, and content updates.
- Integrated Google Analytics for data-driven insights to evolve content strategies, boosting user engagement by 160%.

VP Design   **Oct 2021 - Jan 2023**
Educating Lives Indonesia | Jakarta, Indonesia
- Led the design of an educational platform with a focus on UX/UI principles using Webflow, enhancing user experience and content accessibility.
- Managed a campaign on environmental awareness, successfully orchestrating webinars and interactive digital events that engaged over 400 participants.

B2C Portfolio Member   **Jan 2024 - Present**
AIESEC in UBC | Vancouver, BC
- Collaborated on marketing campaigns using data analytics tools like Tableau to assess and optimize campaign performance, increasing engagement by over 190%.
- Designed compelling newsletters and promotional materials, ensuring consistent branding across digital platforms.

PROJECTS

ReadBuddy (UBC CS Project Hub Prize) ⇗
cmd-f 2024 | Vancouver, BC
- Developed and designed a browser extension that integrates accessible display features on websites, such as text-to-speech and text customization, especially for users with dyslexia and visual impairments.
- **Technologies used**: HTML, Tailwind CSS, Javascript, Google Cloud Platform

Injurney (Most Likely to Succeed as a Start-Up Prize) ⇗
UBC Biztech ProduHacks 2024 | Vancouver, BC
- Developed a web application leveraging OpenAI to create personalized activity and meal suggestions for users with chronic injuries, allowing for seamless integration into Google Calendar, as well as a community forum.
- **Technologies used**: React, Next.js, Tailwind CSS, OpenAI API, Google Calendar API, MongoDB

SKILLS AND INTERESTS

- **Data Analytics & ML:** Python (NumPy, Pandas, MatplotLib, Scikit-learn), R, SQL, Tableau, Frameworks (TensorFlow)
- **Web Development:** HTML + CSS, Javascript, React, Python, Node.js, Google Cloud Platform
- **Languages:** Indonesian, English, Chinese
- **Others:** Public speaking and presentation, PM tools (Slack, Jira), Graphic design (Adobe Illustrator & Photoshop)