

## TECHNICAL SKILLS

Photoshop, Illustrator, InDesign  
Figma, InVision  
HTML/CSS, Javascript/jQuery  
Velocity template language  
Google Analytics/Data Studio  
C++, Arduino

## EDUCATION

University of Waterloo, System Design  
Engineering. Class of 2020

### Relevant Courses

Graphic Lab; Digital Computation;  
Human Factors in Design; Digital  
Systems; Design, Systems & Society;  
Data Structures & Algorithms

### Relevant Projects

Instagram WebApp Redesign  
BloomBox (Photosensor Piano)  
No Smoke Stove

## AWARDS AND ACHIEVEMENTS

- Awarded Dean's Honour List, 2015-2016
- Ranked 2<sup>nd</sup> in class, Oct. 2016
- Certificate of Distinction, CEMC Canadian Senior Math Competition, Nov. 2014
- First Place, Sudin Jakarta Utara National Research Competition, Social Science category, Apr. 2014
- Top Ten Unika Atma Jaya Social Science Research Competition, Mar. 2014

## INTEREST

Design, Tennis, Running, Culinary Arts

## SUMMARY

- Excellent in analytical skills, such as quantitative and qualitative analysis, gained through participation in research club and competitions
- Knowledgeable in business and design thinking with user-centered approach
- Experienced in physical and digital prototyping
- Experienced with visual and physical design projects, involving direct client and user interactions

## EXPERIENCE

**Creative Director** | Nine Harvest, Mississauga, July 2016 – Present

- Designed an intuitive and informational website and used mere-exposure technique resulting in increase of target customer exposure and sales of the product
- Collaborated with the founders to build the Nine Harvest brand identity as a socially responsible, sustainable cassava flour brand
- Managed the Nine Harvest brand identity in e-commerce and social media platforms by creating coherent print and digital designs

**Web Developer** | AGF Investments Inc., Toronto, Sept. 2016 – Dec. 2016

- Created an interactive investor survey page using HTML, CSS, and JavaScript, resulting in an engaging and intuitive sub-page. This increased average user time on page by 3x
- Created web reports using Google Analytics and Google Data Studio in a more marketing-friendly way, to be used for marketing decision making by upper management

**Web Content Coordinator** | AGF Investments Inc., Toronto, Jan. 2016 – Apr. 2016

- Effectively used Google Analytics to create monthly reports of AGF.com; analysis used as a benchmark for which documents should be presented on the site
- Updated AGF websites using Cascade CMS, HTML, and CSS to create new and redesigned pages, resulting in easier navigation and acquisition of documents

**Freelance Graphic Designer** | Various Clients, Sept. 2012 – Present

- Incorporated creative ideas and clients' preferences, objectives, and constraints to the designs resulting in a more diverse output
- Successfully completed 7 different design projects in logo, invitation, and poster

## PERSONAL PROJECT

**UWaterloo Library Mobile App Prototype**, Nov. 2016 - Present

- Researched on the behaviour of potential user population and using it as a reference in choosing specific mobile app features
- Created user flow, wireframes, and interactive digital prototype using Figma and InVision and used UWaterloo media style guide to incorporate UWaterloo brand and identity

## ACTIVITIES

**Data Analyst** | Scientific Research Club, Jakarta, Aug. 2013 – June 2014

- Implemented descriptive methods such as observation and questionnaires
- Gathered, evaluated, and analyzed data from respondents qualitatively and quantitatively with MS Excel
- Presented research results in a concise and public-friendly manner