



## Summary of Qualifications

- Strong **initiative**, **project management** and **leadership** abilities developed through setting up and managing an online business
- Excellent oral and written **communication skills** in dealing with colleagues, supervisors, and clients developed through high school scientific research club, research competitions, graphic design freelancing, and web content coordinating
- Proficient in HTML, CSS, C++, SolidWorks, Photoshop, Illustrator, and Microsoft Office Suite developed through work experience, academic courses, and online resources
- Familiar with SharePoint, Webtrends, and Google Analytics developed through working experience as a web content coordinator
- Certifications: WHMIS, TCPS 2: CORE

## Experience

**Web Content Coordinator** | eMarketing and Front-End Application Development, AGF Investments Inc., Toronto, Jan. 2016 – Apr. 2016

- Effectively used Webtrends and **Google Analytics** to create monthly analytics reports of AGF websites with over 130,000 monthly visits using MS Excel; analysis used by several departments as a benchmark for which documents should be presented on the site
- Developed a weekly listing input system in **SharePoint** that is used by the eMarketing team for listing internal and external website updates, reducing time required to compile “week in review” from 15 minutes to 5 minutes
- Updated AGF internal and external websites using **Cascade** and Rhythmyx content management systems and utilized **HTML** and **CSS** to create new and redesigned pages, resulting in easier navigation and acquisition of documents

**Online Business Manager** | Nicholas Accessories Online Shop, Jakarta, Indonesia, July 2012 – Dec. 2013

- Achieved 100% gross profit margin during the wrap-up of the business by reducing cost of products by 20% of market price through bulk purchasing of beauty products to attain economies of scale
- Hired and managed two employees in marketing and social media

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

- Developed communication skills by discussing clients’ preferences, objectives, and constraints of the future design, resulting in deep understanding of clients’ goals and specifications
- Incorporated creative ideas and clients’ discussions to the designs using **Photoshop** and **Illustrator**, resulting in a more diverse output
- Successfully completed 5 different design projects that exceeded the clients’ expectations

## Activities and Interests

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

- Determined topics for **research** by incorporating observations and critical thoughts; topics vary from the effect of globalization on the use of Indonesian language to the effect of the 2013 Curriculum implementation on students’ performance at school
- Implemented different methods of research, specifically descriptive methods such as observation and questionnaires
- Evaluated and analyzed data from respondents qualitatively and quantitatively with MS Excel

**Member** | Waterloo Submarine Racing Team, Waterloo, May 2016 – Present

- Precisely created components from technical drawings using the vertical mill

**Tennis**      **Running**      **Culinary Arts**      **Graphic Design**

## Education

Candidate for Bachelor of Applied Science, System Design Engineering, University of Waterloo, Waterloo, ON, Sept. 2015 – Present

Relevant Courses: Graphic Lab (Drafting, **SolidWorks**); Digital Computation (**C++**); **Human Factors** in Design (Heuristic analysis, HTA); Linear Algebra (**MATLAB**); Introduction to Design (**User-centered Design**, QFD); Digital Systems (Circuits, Arduino)

Relevant Projects: “No Smoke Stove” (Applied **iterative design process** to develop product that satisfied user requirements)

## Achievements

- Awarded **Dean’s Honour List** and ranked 3<sup>rd</sup> out of 85 students, Jan. 2016
- Certificate of Distinction for 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