

{ PROFESSIONAL EXPERIENCE }

Principal Product Designer

Medium (Reader Experience) ... January 2019–October 2020

- + Lead the redesign of Medium's Android & iOS apps up to public beta in Summer 2020; collaborate with product managers & executives to realize the product vision & align with the business strategy; coordinate efforts with multiple designers & scrum teams from both reader & creator experience groups as part of the larger product redesign initiative
- + Lead design of reading list on mobile, which enables readers to save stories & personalize their reading experience on Medium; oversee the product launch that resulted in a 16% usage increase over six months
- + Manage & mentor a designer on the team
- + Revise the process for design <> engineering collaboration within the agile framework to improve working velocity & product quality
- + Champion accessibility initiatives & push for cross-function alignment between design, engineering, product, & user happiness; conduct audit across web & mobile surfaces to identify & prioritize issues; build a playbook with engineering to define & enforce accessibility practices
- + Write & publish a content guideline to clarify & standardize the use of language across product surfaces

Staff › Senior › Lead Product Designer

Salesforce (Analytics UX) ... February 2017–December 2018

Salesforce (Platform UX) ... July 2014–February 2017

- + Lead design of conversational queries in Einstein Analytics, which lets users ask questions about their own data & receive answers as interactive charts, which enables further explorations & insights
- + Lead design of onboarding, product education, & troubleshooting experiences in Einstein Analytics; systemize the design patterns so they are reusable in other Salesforce products
- + Design Lightning dashboard subscription experience, which lets 4.2M+ daily dashboard users receive a snapshot of their dashboard via email; create prototypes & collaborate with engineers to build a high-quality solution that works within the limits of email technologies
- + Lead design of folder management & sharing up to its release in Summer 2018, which addresses the #3 most requested feature by Salesforce customers
- + Act as head editor of Salesforce UX blog; evangelize the blog internally and externally, helping it grow from 14K to 21K subscribers; formalize & document the publication process to bring clarity to the blog team & writers; build & deploy a custom Salesforce app to streamline & automate the publishing process
- + Design & build Lightning Messaging Framework, a UX guideline for messaging patterns in the Salesforce ecosystem; collaborate with content strategists to create a holistic UI text library that works harmoniously with UI patterns; integrate the documentation into Salesforce's Lightning Design System
- + Design a refined forms experience as part of a larger product redesign; build a components library & user flows logic to bring clarity to various stakeholders, including product managers, engineers, & other designers; collaborate with accessibility specialists to build an experience that's accessible out-of-the-box; integrate the components into Salesforce's Lightning Design System, used by 50+ scrum teams internally

Design Intern

Salesforce ... Summer 2013

- + Design mobile web templates that enable 2M+ Salesforce developers to build cross-platform mobile applications rapidly in conjunction with other tools in Salesforce Platform Mobile Services
- + Conduct user research & design a new concept for Salesforce's process automation tool (workflows & approvals), which is used by more than 100K organizations

Senior Associate Front-End Developer

Acquity Group (acquired by Accenture Interactive) ... 2011–2012

- + Develop rich front-end desktop & mobile web interfaces that integrate with platforms such as Demandware to deliver the best custom e-commerce experience
- + Educate both the clients & design team on web best practices to ensure that the team is delivering innovative but viable solutions

{ EDUCATION }

Master of Information Management & Systems

University of California, Berkeley (School of Information) ... 2014

- + Recipient of "Outstanding Teaching Assistant" award
- + Recipient of James R. Chen award for best project in the category of "Enhancing User Experiences"

Bachelor of Fine Arts

The School of the Art Institute of Chicago (Visual Communication) ... 2007

{ TEACHING EXPERIENCE }

Teaching Assistant

Information Visualization & Presentation / UC Berkeley (School of Information) ... Spring 2014

Graduate Student Instructor

Information Organization Lab / UC Berkeley (School of Information) ... Fall 2013

{ SKILLS }

General

- + User experience & visual design
- + Information & data visualization
- + User research
- + Prototyping & front-end development

Tools

- + Design & prototyping ... Adobe Creative Suite (Illustrator, InDesign, Photoshop), Figma, Principle, Sketch
- + Front-end development ... CSS, d3, HTML, jQuery, Sass
- + Back-end development & database ... MySQL, PHP, PostgreSQL, Python
- + Version control ... Git, SVN
- + Misc ... Arduino, R, Tableau, Wordpress

Languages

- + English & Indonesian (fluent)
- + Spanish (advanced)
- + Chinese (beginning)

{ ACTIVITIES }

Public Speaking

- + Uber Visualization Nights ... 2018
- + Cascade SF UXNight ... 2018
- + Dreamforce ... 2016
- + AIGA ... 2016

Volunteer Work

- + Indivisible ... 2020
- + SF Recreation & Park Department ... 2018
- + GLIDE ... 2018
- + Project Homeless Connect ... 2015–2018

{ PROJECTS }

dailyvote

UC Berkeley ... 2013–2016

- + Co-found dailyvote, a platform to improve civic engagement through sharing news, voting on politicians, & tracking long-term opinions

StreetSavvy

UC Berkeley ... 2014

- + Lead design of a mobile mapping tool that provides a combination of time-sensitive data about safety, a way to define users' own safety preferences, & the ability to navigate a walking route "hands free"

Transit Quality & Equity

Urban Data Challenge ... Spring 2013

- + Design & build a data visualization tool that maps transit level of service & economic data to explore equity issues in transportation
- + Share findings with city & tech groups, including San Francisco Municipal Transportation Agency (SFMTA), Young Professionals in Transportation (YPT), & d3 Bay Area

{ OTHER AWARDS }

Runner-up

Urban Data Challenge ... 2013

Top 10 US Best Pictures & Top 10 International Best Pictures

Wikimedia's Wiki Loves Monuments ... 2012