



{ professional experience }

STAFF › SENIOR › LEAD PRODUCT DESIGNER

Salesforce (Analytics UX) ... February 2017–present

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

- + Lead design for conversational queries in Einstein Analytics, which enables users to ask questions about their own data & receive answers as interactive charts that they can explore further
- + Lead design for 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 2.5M+ dashboard users send 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 for 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 writers to create a holistic UI text library that works harmoniously with UI patterns; integrate the documentation into Salesforce's Lightning Design System
- + Lead design for Lightning inline edit experience, which allows users to update data efficiently; build prototypes & conduct research to test design concepts; collaborate with engineers to build a high-quality end product that meets product, design, & accessibility requirements
- + Design a refined forms experience as part of a larger application-wide redesign; build a components library & user flows logic to clearly communicate the experience to various stakeholders, including product managers, engineers, & other designers; integrate the components into Salesforce's Lightning Design System, which is used by 50+ scrum teams across Salesforce

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 100K+ organizations

SENIOR ASSOCIATE FRONT-END DEVELOPER

Acquity Group ... 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

WEB DEVELOPER/DESIGNER

Decision Counsel ... 2009–2011

- + Build interfaces using standards-compliant HTML/CSS/Javascript & educate clients on best practices
- + Collaborate with the design team to create original visual designs & help build user flows, wireframes, & schematics while fulfilling client's objectives, requirements, & functional needs

{ 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"
- + Finalist in 2014 Big Ideas competition in the category of Information Technology for Society
- + Speaker at 2014 InfoCamp Berkeley, an unconference for the information community ... "Viz & the City"

BACHELOR OF FINE ARTS

The School of the Art Institute of Chicago, Visual Communication ... 2007

- + Exhibitor in the inaugural Senior Design Show
- + Recipient of Student Leadership Award ... 2006–2007
- + Program Director of Student Chapter of American Institute of Graphic Arts (AIGA)

{ teaching experience }

TEACHING ASSISTANT

Information Visualization & Presentation, UC Berkeley School of Information ... Spring 2014

- + Support Professor Marti Hearst by leading design critiques, grading assignments, & tutoring students
- + Teach a weekly lab session that covers web & visualization technologies, such as Adobe Illustrator, HTML, CSS, jQuery, & d3

GRADUATE STUDENT INSTRUCTOR

Information Organization Lab, UC Berkeley School of Information ... Fall 2013

- + Develop lesson plan & course materials in collaboration with a co-instructor
- + Teach web prototyping tools such as HTML, CSS, jQuery, & d3 to help students explore & apply theories of information organization & retrieval

{ projects }

STREETSAVVY

UC Berkeley ... 2014

- + Lead design for 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 route "hands free"

DAILYVOTE

UC Berkeley ... 2013–2016

- + Co-found dailyvote, a platform to improve civic engagement through sharing news, voting on politicians, & tracking long-term opinions
- + Lead product design & front-end engineering

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
- + Win 2nd place & present work at San Francisco Municipal Transportation Agency (SFMTA), Young Professionals in Transportation (YPT), & d3 Bay Area Meetup

{ skills }

GENERAL

- + User Experience & Visual Design
- + Information & Data Visualization
- + Front-End Development

TOOLS

- + Design & Prototyping ... Adobe Creative Suite (Illustrator, InDesign, Photoshop), Balsamiq, Omnigraffle, 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
- + UXNight SF ... 2018
- + Dreamforce ... 2016
- + AIGA ... 2016

PROFESSIONAL ORGANIZATIONS

- + Interaction Design Association (IxDA) ... 2011–present

VOLUNTEER WORK

- + Project Homeless Connect ... 2015–2017
- + Queer & Transgender Advocacy Project ... 2014

{ other awards }

WINNER

Wikimedia's Wiki Loves Monuments 2012—
Top 10 US Best Pictures & Top 10 International Best Pictures ... 2012

FINALIST

Chicago Public Library Poster Design Competition
... 2009