

{ PROFESSIONAL EXPERIENCE }

Principal Product Designer

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

- + Lead the redesign of Medium's Android and iOS apps up to public beta in Summer 2020; collaborate with product managers and executives to realize the product vision and align with the business strategy; coordinate efforts with multiple designers and scrum teams from both reader and creator experience groups as part of the larger product redesign initiative
- + Lead design of reading list on mobile, which enables readers to save stories and personalize their reading experience on Medium; oversee the product launch that resulted in a 16% usage increase over six months
- + Manage and mentor a designer on the team
- + Revise the process for design <> engineering collaboration within the agile framework to improve working velocity and product quality
- + Champion accessibility initiatives and push for cross-function alignment between design, engineering, product, and user happiness; conduct audit across web and mobile surfaces to identify and prioritize issues; build a playbook with engineering to define and enforce accessibility practices
- + Write and publish a content guideline to clarify and 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 and receive answers as interactive charts, which enables further explorations and insights
- + Lead design of onboarding, product education, and 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 and collaborate with engineers to build a high-quality solution that works within the limits of email technologies
- + Lead design of folder management and 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 and document the publication process to bring clarity to the blog team and writers; build and deploy a custom Salesforce app to streamline and automate the publishing process
- + Design and 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 and user flows logic to bring clarity to various stakeholders, including product managers, engineers, and 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 and design a new concept for Salesforce's process automation tool (workflows and 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 and mobile web interfaces that integrate with platforms such as Demandware to deliver the best custom e-commerce experience
- + Educate both the clients and 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 & Parks 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, and 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, and the ability to navigate a walking route "hands free"

Transit Quality & Equity

Urban Data Challenge ... Spring 2013

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