raymon sutedjo-the / product design

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{ 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 4.2M+ daily 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
+ Prototyping & 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