RAYMON SUTEDJO-THE

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{ 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
+ UX India (jury member of Design X Awards) ⋯ 2019
+ SF Recreation & Parks Department ⋯ 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