



EXPERIENCE

- Visual Designer, August Home, Inc.** July 2015 - Present
  - Lead and succesfully collected informative user research through close partnerships with company executives.
  - Developed valid user research on hardware usability to ensure elevated success on product launch.
  - Achieve customer satisfaction through quality end to end experience; including purchasing experiences, onboarding and daily in-app user experience.
  - Ensure optimal consistency in designing labels, packaging design, and delivery all across third generation products to remote factories.
  - Boosted brand exposure through creative ideation, photography, graphic and video productions, social media, campaigns, website, trade shows and press releases.
  - Improved internal workflow by conducting file re-organizations, designing clean and consistent presentation templates, formulating efficient system for design requests from multiple teams.
  - Detailed work in bug filing, pixel perfect app quality assurance and evaluating customer feedback; resulting an increase in customer satisfaction.
  - Produced industrial design, creative direction and art for future product releases.
- Creative Lead (Remote), Fitco Digital Indonesia** Jan 2018 - Present
  - Lead and initiating overall design, branding, interaction, UX/UI and research.
- Freelance Designer, RitaSue Siegel Resources** April 2016
  - Delivered a unified and contemporary rebranding of the company.
- Freelance Photographer, Uber Technologies, Inc.** Jan 2016
  - Amplified brand exposure through art direction and photography for Instagram during Superbowl to Uber’s target audience.
- UX/UI Intern at August Home, Inc.** Mar 2015 - May 2015
  - Succesfully demonstrated ability to overhaul and lead research for android material design, and android wear.
  - Introduced a new app icon for the android app.
  - Convinced the entire company about potential third party integrations through thorough communciation with potential partners.

EDUCATION

**Academy of Art University**, San Francisco, California. Aug 2011 - May 2015  
 BFA in Web Design and New Media, Student Rep 2014-2015,  
 2015 Undergrad Valedictorian Speech Finalist (Cumlaude GPA 3.7)  
 Took multiple classes outside major study including interior design, architecture, advertising, graphic design, and industrial design.

ACHIEVEMENTS

- Spring Show**, Academy of Art University 2014 - 2015  
 Selected: DMV Project and ARCH Type Design.
- Spring Show**, Academy of Art University 2013 - 2014  
 Selected: 50 Logos in 50 Days in 50 Minutes Project.

SKILLS

UX/UI Design	HTML5/CSS	Robotics Experience	Social Media
Visual/Branding	Wireframing	Prototyping	Invision
Photography	Typography	Audacity	Flinto
Motion Graphics	Iconography	Research	JIRA
Sketch (app)	Office	Adobe Suite	Tumult Hype
Zeplin	Sketching	Golden Section	Audio

OTHERS

Social Media Influencer with connections (Food and Lifestyle)  
 AR/VR Experience  
 Early Adopter in Tech  
 Bilingual - Indonesian and English  
 Some experience in Japanese language

VOLUNTEER

- Tree planting and delivery, Friends of the Urban Forest, San Francisco Dec 02/17
- Pack and serve food at a homeless shelter, St. Vincent de Paul, San Francisco 11.06.17, 01.22.18
- Teach English to local indigenouse Indonesian kids, Helping Hands Jakarta 2008 - 2011

AFFILIATIONS

AIGA Member