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## PROFESSIONAL EXPERIENCE

### SENIOR PRODUCT DESIGNER

**Salesforce** ··· July 2014–present

- + Design & build Lightning Messaging Framework, a design 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 the new inline editing 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
- + Lead design for Object Manager, a new tool that lets Salesforce administrators manage all objects used in their organizations in a unified & streamlined manner; collaborate with researchers to discover use cases & patterns, & integrate the findings to build an improved, data-informed product

### DESIGN INTERN

**Salesforce** ··· Summer 2013

- + Design mobile web templates that enable 2+ million 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 more than 100,000 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

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## EDUCATION

### MASTER OF INFORMATION MANAGEMENT & SYSTEMS

**University of California, Berkeley**, School of Information ··· 2014 (expected)

- + 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)

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## 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

### GUEST LECTURER

**Graphic Design for Interactive Applications**, UC Berkeley School of Information ··· Spring 2014

- + Lecture & lead discussion on the topic of design & the workplace
- Summer [In]stitute**, UC Berkeley College of Environmental Design ··· Summer 2013
- + Teach the basics of information visualization with emphasis on urban planning applications & contexts

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## PROJECTS

### STREETSADVY

**UC Berkeley** ··· 2014

- + Design 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"
- + Lead product design

### 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 2<sup>nd</sup> place & present work at San Francisco Municipal Transportation Agency (SFMTA), Young Professionals in Transportation (YPT), & d3 Bay Area Meetup

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## SKILLS

### GENERAL

- + User Experience & Visual Design
- + Information & Data Visualization
- + Front-End Development (Desktop & Mobile Web)

### TOOLS

- + Design & Prototyping ··· Adobe Creative Suite (Illustrator, InDesign, Photoshop), Balsamiq, Omnigraffle, Sketch
- + Front-End Development ··· CSS, d3, HTML, jQuery
- + 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)

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## ACTIVITIES

### PROFESSIONAL ORGANIZATIONS

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

### VOLUNTEER WORK

- + Project Homeless Connect ··· 2015
- + Queer & Transgender Advocacy Project ··· 2014
- + Gender Equity Resource Center ··· 2012

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## 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