

EXPERIENCE

STAFF PRODUCT DESIGNER → MANAGER → SENIOR MANAGER → HEAD OF DESIGN Marqeta / Jan 2021–present

- Lead the Design team to build key products 0 → 1, including:
 - UX TOOLKIT / Marqeta's **first B2B2C products** that provide customers with turnkey solutions via UI SDKs and white-label apps that **reduce engineering effort by ~60%**, include built-in bank + card network compliance, and shorten time-to-market; secure five customers upon launch and unlock **~\$2M in net new revenue** by 2027
 - PROGRAM MANAGEMENT / Marqeta's suite of tools to manage cardholder support and disputes on behalf of customers; **reduce manual operations by 50%** and **save ~\$1.75M in costs** via automation and AI-powered analysis while improving win rates and addressing regulatory gaps
- Grow a global team from **zero to seven designers** and standardize the hiring process; build a career rubric with clear standards and expectations to support career growth at all levels; maintain a 80+ average satisfaction score throughout management tenure
- Collaborate with Product and Engineering leaders to **shape high-level strategic decisions** and translate them to roadmaps for execution; introduce tools such as design sprints to accelerate and enhance strategic conversations
- **Elevate operational efficacy** by establishing and evolving key processes between Design, Product, Engineering, and other cross-functional partners such as Legal and Marketing; establish key relationships with executives and senior leaders to uplift product design within the company; **experiment with AI tools** to evolve ways of working

PRINCIPAL PRODUCT DESIGNER Medium / Jan 2019–Oct 2020

- Lead redesign of Medium's **Android and iOS apps** up to public beta launch; collaborate with product managers and executives to realize the product vision and align with the business strategy; coordinate execution with multiple scrum teams
- Lead design of Reading List, resulting in a **16% increase in daily app usage**
- Manage and mentor a designer on the team
- Champion accessibility initiatives across functions; build a **playbook that defines and enforces accessibility practices** with Engineering to scale capability and operations

INTERN → MID-LEVEL → SENIOR → LEAD PRODUCT DESIGNER Salesforce / Feb 2017–Dec 2018 (Analytics); Jul 2014–Feb 2017 (Platform) Salesforce / Summer 2013 (Intern)

- Lead design for **Conversational Query**, an innovative analytics feature which empowers users to ask questions about their business data in plain language (pre-LLM) and get instant answers as interactive charts that enable further insights and explorations
- Lead design for Dashboard Subscription, enabling **4.2M+ daily users** to get a snapshot of their dashboards and metrics via email; build prototypes and collaborate with engineers to build a high-quality solution within the limits of email technologies
- Lead design for **key platform features such as forms and inline edit experiences** as part of Salesforce's application-wide redesign; construct a components library and user flows logic to create clarity for 50+ scrum teams that use Lightning Design System
- Act as head editor of Salesforce UX blog and help it grow from **14K to 21K subscribers**; formalize and document the publication process to bring clarity to editors and writers; build and deploy a custom Salesforce app to streamline and automate the process
- Design mobile web templates that enable **2M+ Salesforce developers** to build cross-platform mobile applications rapidly with other tools in Platform Mobile Services

PRIOR EXPERIENCE (FRONT-END ENGINEER + DESIGN TECHNOLOGIST) Various agencies and consultancies

- Build rich e-commerce and marketing experiences for mobile and desktop
- Bridge the gap between design and engineering
- Customers include Discover, Driscoll's, Levi's, L'Oreal, Michaels

SKILLS

GENERAL

- Design leadership
- Design craft (product, UX/UI, visual, design system)
- User research (generative and evaluative)
- Accessibility
- Writing and communication
- Rapid front-end prototyping
- Product strategy

TOOLS

- DESIGN / Adobe Suite (Illustrator, InDesign, Photoshop), Affinity Creative Suite, Figma
- FRONT-END ENGINEERING / CSS, HTML, Javascript
- AI / Claude Suite
- PROJECT MANAGEMENT / Confluence, Jira
- PRODUCTIVITY / Google Suite, Notion
- DATABASE / MySQL, PHP, PostgreSQL

LANGUAGES

- English (fluent)
- Indonesian (fluent)
- Spanish (advanced)
- Mandarin Chinese (beginning)

EDUCATION

CERTIFICATE IN PRODUCT STRATEGY Reforge

MASTER OF INFORMATION MANAGEMENT AND SYSTEMS University of California, Berkeley (School of Information)

- Recipient of Outstanding Teaching Assistant award
- Recipient of James R. Chen award

BACHELOR OF FINE ARTS School of the Art Institute of Chicago (Visual Communication)

SPEAKING

- [UXDX Global Online Series](#) / 2024
- [Product Agility Podcast](#) / 2023
- [Product Elevation Conference](#) / 2022
- Carnegie Mellon University / 2021
- Uber Visualization Nights / 2018
- [Cascade SF UXNight](#) / 2018
- Dreamforce / 2016
- AIGA / 2016