

OSBERT REYNALDI SUDJANA

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WORK EXPERIENCES

HARMAN International

Los Angeles, CA

Product Design Manager

Oct 2023 - Present

- Led a team of 7 to ideate the implementation of Generative AI to the Harman Ecosystem including JBL.com and harmanaudio.com through Agile Sprints in Jira and brainstorming tools such as Miro, increasing the number of interactions the Chatbot can handle.
- Launched a high-fidelity design prototype, action roadmap and overall business plan for an adaptive, quiz-based, image-processing virtual assistant to a group of Harman International stakeholders using Figma and Google Suite.

SaveMySchoolwork.com

Los Angeles, CA

Product Design Intern

Sep 2023 - Present

- Spearheaded the UX research initiative, including user surveys, interviews, and competitive analysis, resulting in the development of 3 distinct user personas, identifying pain points, and ideating design solutions that align with user needs.
- Managed a team of 5 to redesign the website, optimizing intuitiveness and functionality by creating shop, cart, and FAQ pages using low and high-fidelity wireframes in Figma and recreating 100% of the website through Shopify.

SparrowUp.ai

New York City, NY

AI Product Management Intern

Jun 2023 – Sep 2023

- Coauthored the product specifications for the new AI coaching feature ensuring seamless integration into the machine learning database and collaboration between cross-functional teams through Notion and Figma.
- Established a recruiting pipeline for the company through Agile sprints — expanding the marketing team by 50% and the internal tools team by 25%, resulting in a 33% increase in hiring time efficiency.
- Prepared the Sparrow Phone Stands In-App Purchasing feature for release by conducting A/B testing of the home page stands banner and overall user experience, driving engagement and conversion among thousands of users.

Zen Frenz

Los Angeles, CA

Product Design Intern

Apr 2023 – Jun 2023

- Boosted sales of non-CBD products by 31% by building a new responsive Amazon storefront including motion graphics and illustrations created through Canva, Photoshop, and Procreate.
- Orchestrated the successful redesign of the company's product packaging, optimizing shelf visibility, and market penetration by gathering key stakeholder requirements, conducting competitive analysis, and designing through Illustrator.

UCLA Radio

Los Angeles, CA

UI/UX Designer and Software Engineer

Sep 2022 – Apr 2023

- Collaboratively revamped the UI/UX and logo of uclaradio.com to better connect audiences to the platform by creating functional prototypes in Figma that promote ease of navigation, increasing design time efficiency by 20%.
- Engineered the uclaradio.com redesign into a full-stack website with the backend and frontend team through WordPress, HTML, and CSS and created new JavaScript animations.

PROJECTS & LEADERSHIP

EasyCash – Co-Founder

Aug 2022 – Present

- Led the design and development of a pioneering fintech app addressing the complexities of money transfers in Indonesia's e-wallet digital payment landscape.
- Successfully developed a functional iOS design prototype through Figma, simplifying the banking experience for Indonesian users.

GenderTech – Product Designer and Manager

Apr 2023 – Jun 2023

- Developed a user-friendly website using WordPress, visualized data through R and Tableau, and designed low-fidelity wireframes through Figma, which led to an increase in time and collaborative efficiency by 80%.

Entrepreneurs & Technology @ De Anza College – President

May 2021 – Jun 2022

- Led a team of 4 to increase STEM-focused event attendance by 100% through Marketing strategies and Media design.
- Organized events for a 130+ member organization by reducing the barrier of entry to STEM roles in the De Anza College Community through planning informational and insightful events with a panel of guest speakers and established professionals.

EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

B.S. in Cognitive Science and Computing | Minor in Digital Humanities | GPA 3.85 / 4.0

Graduating June 2024

SKILLS & TECHNOLOGIES

Design: Figma, Adobe Photoshop, XD, Illustrator, InDesign, Tableau, WordPress, Procreate, Mural

Data: SQL, Excel, Pandas, Scikit-learn, Matplotlib, Numpy, NLTK, NetworkX

Languages & Frameworks: HTML, CSS, JavaScript, C++, Java, Python, x86 Assembly Language, Bootstrap, Node.js, React.js

Workflow: Jira, Confluence, Agile, Scrum, Miro, Notion