Cindy Susanto

Seattle, WA | +1 (206)-468-6851 | Cindypaulina012@gmail.com | www.cindysusanto.com

EDUCATION

University of Washington, Seattle   **GPA: 3.64**

Bachelor of Science in Informatics (Human Computer Interaction) - Dean's List Recipient   June 2025(Expected)

WORK EXPERIENCE

TikTok – *User Experience Designer Intern;* Jakarta, Indonesia   June. – Sep. 2024

- Led end-to-end UX design for 9 TikTok LIVE campaigns; created wireframes and interactive UI designs while overseeing the entire ideation process from concept to execution; ensuring brand consistency, engaging global audiences and optimizing usability across mobile platforms.
- Optimized UI, refining campaign layouts, navigation flows, and imbued cultural icons to enhance usability and engagement. These improvements contributed to a 17% increase in click-through rates, making live experiences more immersive.
- Developed and integrated innovative UI elements, leveraging wireframe structures with the China and Korea teams to introduce unique typography, vibrant color schemes, and interactive visuals(scrolling effects & dynamic pop-ups).
- Streamlined real-time engagement features, improving comment sections, emoji reactions, and gifting tools, leading to a 41% rise in interactions, a 27% increase in user engagement with interactive features, and 28% growth in audience participation. Implemented real-time voting system experience that improved viewer retention.

Dexa Medica – *Product Design Intern;* Jakarta, Indonesia   June. – Sep. 2022

- Enhanced *Teman Bunil*, a mobile application to support women in managing child health, addressing accessibility gaps in medical information across Indonesia. Designed key features, including vaccination schedules, medication tracking, and streamlined doctor communications, ensuring a seamless and user-friendly experience.
- Spearheaded design of the vaccination feature; revamping the process to make it easier for women to access and track vaccinations. Incorporated soft purple color design symbolizing femininity and calmness, to create an inviting interface, and incorporated intuitive icons for clear navigation.
- Proposed and designed a multi-user profile system to simplify child health management, allowing parents to easily add multiple children's data within the app. Introduced a barcode scanning and image upload feature for vaccination records, reducing manual data entry and improving accessibility. These enhancements led to 18% of users creating profiles and 11% of daily active users utilization in multi-profile switching.

Learning in Places - Goodlad Institute – *Graphic/Web Design Assistant;* Bothell, WA   Jan. 2025 – Present

- Directed and modernized curriculum materials for *Learning in Places*, replacing outdated content to create a more engaging, accessible, and inclusive learning experience for teachers and students. By integrating contemporary pedagogical web methodologies, the design catalyzed deeper connections between users and its environment.
- Revamped web architecture and incorporated an eBook publishing platform with real-time updates, streamlining content management and aligning with the organization's vision for dynamic, accessible publications.
- Integrated interactive web design elements with a green color scheme to reflect growth and the natural world, aligning with the program's focus on outdoor learning. Incorporated intuitive icons and organization-specific imagery to enhance user engagement and promote hands-on learning experiences.

PROJECT

University of Washington Informatics – *AI Research Assistant*; Seattle, WA

- Investigated the impact of AI-powered chatbots in workplace and religious contexts, analyzing their potential to enhance productivity, well-being, and engagement while addressing ethical considerations in faith-based communities.
- Explored how AI is reshaping secular and religious dynamics, particularly through emerging concepts like *godbots* and the blending of technological and spiritual discourse.
- Developed a Python-based data processing pipeline to collect, sort, and analyze social media discussions about chatbot AI across multiple platforms. Extracted key insights, identified emerging themes, and assessed public perceptions.

BRE Innovative – *Game Designer*; Seattle, WA

- Designed a 2D interactive game for kids (8-11) focused on bullying awareness and conflict resolution, crafting immersive backstories, interactive choices, and dynamic scenarios that shape player experiences.
- Established branching narratives where player decisions influence outcomes, ensuring engagement while teaching empathy and effective conflict-handling strategies through immersive gameplay.

SKILLS

UX: User Research, User Interviews, Wireframing, Affinity Mapping, Task flows, Prototyping, Personas, Systems Thinking, Journey Mapping, Info Architecture, A/B Testing & Experiment, Navigation Nomenclature, Design Ideation, Visual Storyboarding, Layout Design, Design Thinking, Terminology Design, Taxonomy Creation, UX Writing, Content Frameworks

UI: Branding, Style Guide, Style Tiles, Hi-fi mockups, Web Design, Mobile Design, Responsive Design

Software: Figma, Sketch, Axure RP, Invision, Google Suites, Microsoft Suite, HTML, CSS, Python, Miro, Adobe Creative Suites, React, JavaScript, GitHub, Lark, InDesign, Photoshop, Illustrator, WordPress, API, Virtual Studio Code, Framer, SquareSpace