Ardan Giordjie

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EDUCATION

University of California, Berkeley   **Berkeley, CA**
BA in Cognitive Science, and minor in Data Science   *Expected 2025*
- **Certification:** Design Innovation, Entrepreneurship & Technology, New Media
- **Relevant Coursework:** Design Methodology, Interface Aesthetics, Neuropsychology of Happiness, Perception, Principles & Techniques Of Data Science, Product Management
- **Organizations:** PERMIAS Nasional, UX@Berkeley, ASUC OCTO
- **Honors:** Berkeley Method of Entrepreneurship Pitching Champion 2024 (TechEase)

SKILLS

Skills: Wireframing, Prototyping, Miro, Figma, Python, C++, HTML5, CSS3, Notion, Adobe Suite (Photoshop, Premiere Pro, After Effects), Microsoft Office (Word, Excel, PowerPoint)

WORK EXPERIENCE

UC Berkeley, College of Education   **Berkeley, CA**
Student Researcher   *January 2024 – Present*
- Facilitating virtual human-centered design workshops, guiding participants in Southeast Asia in creating impactful public health communication videos using tools like Canva and Figma.
- Developing and implementing training materials for workshop participants, enhancing their skills in short-form video creation for effective public health messaging.
- Contributing to qualitative research efforts, including data collection and analysis, to formulate evidence-based recommendations aimed at countering mis/disinformation in public health within the Southeast Asian context.

Dbrief.ai   **Berkeley, CA**
UI/UX Intern   *July 2022 – September 2022*
- Led a major redesign of Dbrief.ai's website interface, enhancing user experience by developing a new category structure that improved content customization options for users by up to 50%, allowing more efficient access to news topics, facts, and opinions.
- Executed comprehensive design processes including creating wireframes and interactive prototypes, which boosted user engagement by approximately 30% through iterative testing and refinement of UI/UX design elements.
- Collaborated closely with cross-functional engineering teams to successfully implement design changes, ensuring seamless integration and alignment with Dbrief.ai's technical framework and user-centric innovation goals.

PROJECT

TechEase   **Berkeley, CA**
UI/UX Designer   January 2024 – Present
- Spearheaded the UI/UX design of TechEase, an innovative application focused on making technology more accessible for seniors, leading to our team winning the startup pitch competition.
- Pioneered human-centered design strategies to create intuitive and senior-friendly interfaces, enhancing user engagement and simplifying complex interactions for an elderly audience.
- Played a key role in conceptualizing and implementing a GenAI-powered voice chatbot and customizable UI

Rhythm   **Berkeley, CA**
UI/UX Designer   *September 2023 – December 2023*
- Orchestrated the UI/UX design of Rhythm, an innovative project aimed at enhancing sleep quality, employing human-centered design principles to ensure intuitive and user-friendly interfaces.
- Collaborated effectively in a multidisciplinary team, employing skills in data-driven design and user experience to create a product that resonates with users' needs
- Conducted comprehensive user research to empathize with users, leading to the development of intuitive and user-friendly UI/UX designs.

LEADERSHIP EXPERIENCE

Association of the Indonesian Students in the United States (PERMIAS Nasional)   **United States**
Tech Director   *August 2022 – Present*
- Maintaining the website regularly for news, events, and officers rotation information.
- Built a centralized workflow dashboard involving 73 officers to track and manage their work.
- Redesigned and created web design standards to comply with the organization visual identity guidelines and usability best practices.