

Sekar Setyanto

Portfolio

setyantosekar@gmail.com

Education

University of California, Berkeley

Bachelor of Arts, Cognitive Science
GPA 3.85 / 4.00 • Dec 2023

Relevant Courses: Intro to User Experience Design (Graduate Course), Intro to Human-centered Design, User Interface Design and Development, The Structure and Interpretation of Computer Programs, Data Structures.

Diablo Valley College

GPA 3.89 / 4.00 • May 2022

Relevant Course: Intro to Graphic Design.

Experience

Qualitative Research Assistant

Embodied Design Research
Laboratory @ UC Berkeley
Mar 2024 - Present

Assisting on Geometry Resources in Dancing, a design-based math education research. Analyzing both verbal and non-verbal strategies employed by 30+ participants when working on designed activities using the Mediated Discourse Analysis and the Microgenetic Method.

Lead Web Designer and Developer

Various Organizations, Contract
Jan 2023 - Present

Led web design and development from 0 → 1 to transform the digital presence of in-need new or revived campus organizations, resulting in websites that increased applicant numbers by 2x on average. Fostered strong client relationships, ensuring client satisfaction and website's alignment with the client's marketing objectives.

Academic Intern

UC Berkeley Electrical Engineering
and Computer Science Department
Jan 2023 - May 2023

Taught 1-on-1 office hour sessions of UC Berkeley's introductory computer science class of 1700+ students by teaching fundamental computer science knowledge including trees, recursion, and object-oriented programming.

Social Media Intern

HighScope Indonesia
Oct 2020 - Oct 2021

Led the school's transition to digital marketing during the pandemic, increasing student enrollments via social media from 10% to 90% and boosting follower engagement fourfold. Designed and executed innovative social media campaigns, incorporating professional photography, graphic design, and video production.

Involvement

Vice President of Education Outreach

Innovative Design
May 2023 - Dec 2023

Orchestrated a series of creative workshops for the Berkeley community, achieving record attendance of 150+ students, marking the event's highest turnout. Led cross-functional marketing, publicity, and tech teams to ensure a seamless attendee experience and bolster the brand reputation of the workshop series.

Projects

Kollab

Class and Personal Project
Jan 2023 - Present

Designed a mobile app that assists college students to form and manage study groups in a stress-free manner, enhancing the collaborative learning experience. Developed a high-fidelity prototype and an efficient design system for scale.

Ivory

Personal Project
April 2023 - Present

Designed a mobile app that helps choose skincare products for the user's skin, reducing trial-and-error and minimizing the consequences of unsuitable skincare products. Conducted user interviews with 38 participants of various age groups.

Tools

Figma, Adobe Illustrator, FigJam, Miro, Webflow, Framer, HTML, CSS, Tailwind CSS, JavaScript, TypeScript, React, Next.js, Java, Python

Skills

Interaction Design, Visual Design, Design Systems, Usability Testing, Wireframes, Storytelling, Prototyping, Information Architecture, Web Development