

Umi Syam

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Education

Parsons School of Design, The New School, NY – MFA Design and Technology, 2014 - 2016. GPA: 3.87
Bandung Institute of Technology, Indonesia – Bachelor of Computer Science, Informatics, 2005 - 2009

Professional Work Experience

GRAPHICS/MULTIMEDIA EDITOR, THE NEW YORK TIMES (10/2016 - PRESENT)

- Design and develop interactive news to push visual journalism forward and make great products and experiences for The Times readers
- Work with fellow designers, reporters, editors, producers, and software developers at The Times and contribute to a wide range of projects including breaking news and enterprise stories, for distribution across multiple platforms and applications

ADJUNCT PROFESSOR/PART-TIME FACULTY, PARSONS SCHOOL OF DESIGN (08/2016 - PRESENT)

- *Web Advanced Javascript*, MFA Design & Technology, Fall 2016
- *Information Visualization*, BBA Strategic Design & Management, Fall 2016
- *Data Visualization*, MFA Design & Technology, Spring 2017

VARIOUS ACADEMIC WORK INVOLVEMENT, PARSONS SCHOOL OF DESIGN (01/2015 - 05/2016)

- Departmental Graduate Tutor, MS Data Visualization – Spring 2016
- Teaching Assistant, *Web Advanced Javascript*, MFA Design & Technology – Spring 2016
- Teaching Assistant, *Creative Computing*, BFA Design & Technology – Fall 2015
- Teaching Assistant, *Creativity & Computation Lab*, MFA Design & Technology – Fall 2015
- Web Administrator, AMT Parsons Fine Arts – Spring 2015 to Fall 2015
- 3-week Intensive Bootcamp CODE Teacher, MFA Design & Technology – Summer 2015
- Research Assistant in Data Visualization, with Prof. Scott Pobiner – Spring 2015

USER EXPERIENCE EVANGELIST, MICROSOFT INDONESIA (07/2012 - 06/2014)

- Built perception of Microsoft in the design space to create usage of Microsoft's platform, tools and technologies through breadth marketing programs and community engagement with local designers and developers
- Evangelized awareness of Microsoft's design language and principles
- Collaborated with customers and partners to provide UI & UX design consultancy for application development on both Windows 8 and Windows Phone platform

TECHNET & MSDN REGIONAL SITE MANAGER, MICROSOFT INDONESIA (01/2010 - 06/2013)

- Managed web portals for developer (MSDN) and IT Professional (TechNet) audiences across Indonesia, Singapore, Malaysia and New Zealand. Work includes tech newsletter production for other subsidiaries in Southeast Asia, e.g. Philippines, Vietnam, Thailand, and Bangladesh.

- Member of STO (Server & Tools Online) Managing APAC Regional, working on a daily basis to provide website support, maintenance and content management to subsidiaries.

FREELANCE DESIGNER (09/2008 - 07/2009)

- Graphic design freelance for several clients. Works including logo/branding, web design mockup, custom CMS theme design (WordPress, Tumblr), EDM/newsletter, eBook cover and poster design.

Skills

- Design & UX:
Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver), Mobile Application UI & UX Design, UI Mockup tools (Sketch, Invision), Service/Experience Design, Information Architecture
- Technology:
Web Development (HTML 5, CSS 3, Javascript, NodeJS), Data Visualization tool (D3.js), Creative Coding tools (OpenFrameworks, Processing, P5.js), Physical Computing (Arduino, rPi), Web CMS (Wordpress, Tumblr, Squarespace).

Project Exhibition

- *Collective Craving*, at Between Spaces MFADT Thesis Show 2016
- *Collective Craving*, at NYC Media Lab Demo Expo 2016
- *NEW YOARK*, Augmented Reality project showcase at NYC Media Lab Demo Expo 2015
- *NEW YOARK*, at Exploring Future Reality (VR/AR Immersive Storytelling Demo), Nov 2015
- *NEW YOARK*, at Major Major: End of Spring Show, May 2015

Past Achievements

- Microsoft MVP (Most Valuable Professional) on Expression Blend expertise, 2010
- Microsoft Student Partner (MSP), 2009
- 1st Winner of Website Design Competition of IIE - ITB IT Expo 2008
- Top 10 Finalist Software Design Imagine Cup Indonesia 2008

Past Judging & Speaking Engagements

- Judging Panelist for Startup Asia Jakarta 2013 Hackathon - Microsoft Challenge, 11/2013
- Game Developers Gathering (GDG) 2013, Binus International Campus Jakarta, 05/2013
Audience: 500 participants of game studios, publishers, students.
 - ▶ *"Designing Games for Windows 8"*
- Microsoft Developer Conference 2012, Sheraton Ballroom Jogjakarta, 05/2012
Audience: 1000 student participants
 - ▶ *"Designing UX for Metro Style Apps"*
- Microsoft Developer Conference 2012, Balai Kartini, Jakarta, 05/2012
Audience: 600 developers & student participants
 - ▶ *"Designing with Metro Principles and Windows Personality"*
- Windows 8 Developer Preview Bootcamp, Padma Hotel Bandung, 03/2012
Audience: 88 startup, enterprise & developer participants