Umi Syam

Email: umifsyam@gmail.com   Portfolio: http://umisyam.com   LinkedIn: linkedin.com/in/umisyam

Education

Parsons School of Design, The New School, NY — MFA Design & 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

- Designing interactive news and making great products and experiences for New York 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.

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

- 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.

Academic Work Experience

ADJUNCT PROFESSOR, PARSONS SCHOOL OF DESIGN — FALL 2016 - SPRING 2017

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 INVOLVEMENT IN 2015 — 2016:

Tutoring Assistant, MS Data Visualization, Parsons — 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

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 Exhibitions

- 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 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