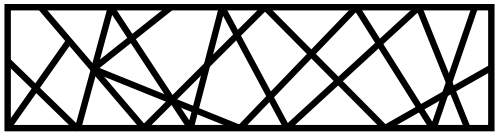
PORTFOLIO

2022
SELECTED WORKS

JONATHAN FARRELL KUSUMA

TABLE OF CONTENTS

Compilation of works from 2017 to 2022.



Nº

01

About me 04

Contact Information
Resume

Nº

02

Graphic Designs 08

Poster
Logo
Merchandise

Nº

03

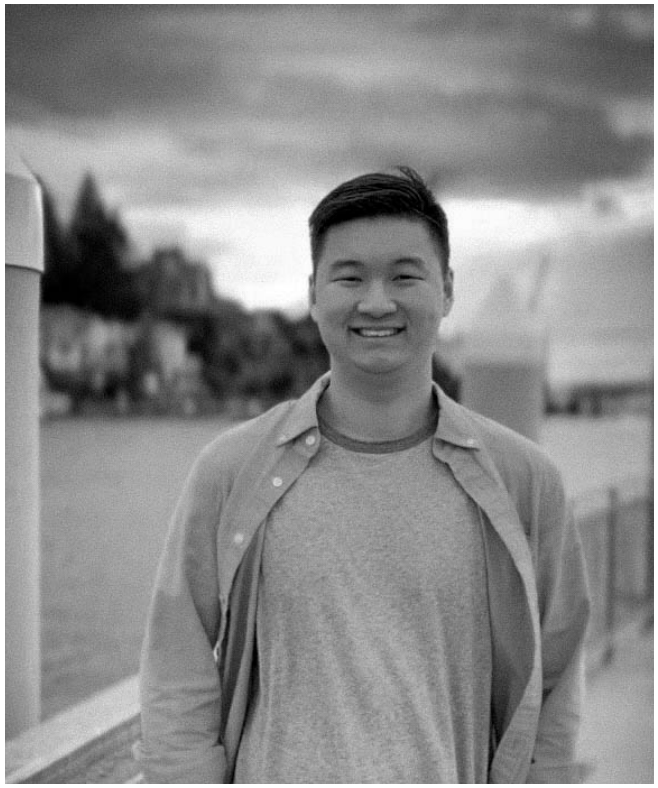
Photography 26

Landscape
Architecture
Black and White
Portrait

01

ABOUT ME

Introduction
This section contains my contact information and resume.



Hello there!

My name is Jonathan Farrell Kusuma. For the past five years, I have been freelancing in UI/UX, graphic design, photography. This portfolio will showcase my works throughout the years.

Contact me with these social media platforms!

Website:
joekusuma.com

Instagram:
@joe.fk

LinkedIn:
linkedin.com/in/joekusuma/

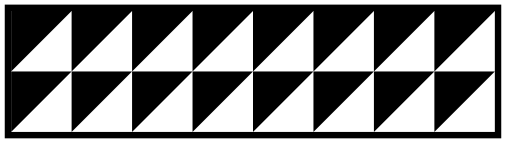
Email:
joe@joekusuma.com

Phone:
+ 1 206 502 6322

Alternate Phone:
+ 62 811 2753536

RESUME

Compilation of qualifications and experiences.



Jonathan Farrell Kusuma

E / jfk@joekusuma.com **P /** (206) 502-6322 **in /** linkedin.com/in/joekusuma **W /** joekusuma.com

Education

University of Illinois at Urbana-Champaign August 2020 - May 2022
B.S. Information Sciences **CGPA: 3.91**

- Dean's List, Spring 2021
- Data Science, Data Management and Curation, Machine Learning, Data Visualization, HCI, Data Analytics

University of Washington - Seattle August 2018 - June 2020

- Dean's List, Winter 2020, Dean's List, Spring 2020
- TedX UofW Volunteer, 2019
- Computer Programming, Data Structures and Algorithms, Client-side Web Development, Statistic Methods

Work Experience

HathiTrust Research Center / *Web and UX Researcher* - Champaign, IL May 2021 - November 2021

- Assisted in coordinating the planning and optimization UI/UX improvements and HTML5 migration
- Conducted usability testing and quantitative research to investigate UX issues that incorporate text data mining
- Implement and improve web presence based on findings that minimized user error rate by 15%
- Devised interaction strategies that helped develop navigation and flow to anticipate users' needs

Gratia Husada Farma / *Software Developer Intern* - Remote May 2020 - August 2020

- Restructured the official website performance, eliminating 40% load time by integrating modern frameworks
- Executed code fixes across all layers utilizing Javascript, JQuery, and React
- Optimized SQL queries leading to a 12% reduction in p95 response times

Biznet Networks / *Software Developer Intern* - Jakarta, Indonesia July 2019 - August 2019

- Designed the user interface and developed the backend of the intranet website for the company faculty
- Built an internal tool for a management system and inventory software that handled over 1300 employees
- Implemented automatic RESTful API testing using Postman for improving API performance by 13%

Leadership & Activities

Solar Chapter / *Marketing and Design Officer* - Champaign, IL August 2021 - Present

- Designed weekly design posts, planned website development projects, and boosted social outreach by 21%
- Launched marketing campaigns to build sponsor partnerships for a $25,000 community development project

Permias UIUC / *Head of Documentations* - Champaign, IL July 2020 - May 2022

- Lead web development scoping, planning, and technical architecture for all projects
- Conceptualized development approach in designing web-based products and applications for over 200 users

Dubshot UW / *Director of Web and Design* - Seattle, WA September 2018 - June 2020

- Developed a website for social outreach and ticketing systems for workshops and events
- Directed user research and lead weekly design critique sessions; reduced bounce rates by 34%

Engineering Without Borders / *Software and Electrical Engineer* - Seattle, WA May 2019 - June 2020

- Contributed to research for public solar charging stations with active sun-tracking capability
- Integrated dual-axis solar trackers to maximize solar efficiency by 30%

Projects

- **Information Sciences Consultant:** Consulted with clients to propose cohesive strategies for US market expansion and brand recognition
- **HuskyMaps:** Java map application powered by Dijkstra's Algorithm and a heavily modified A* Heuristic

Technical Expertise

- **Java**
- **Python**
- **R** (Shiny, plotly)
- **SQL** (MySQL)
- **PHP**
- **HTML5 & CSS3**
- **JavaScript** (jQuery, React, Node.js)
- **Git**
- **Microsoft Power BI**
- **Microsoft Office** (Word, Excel, Access)
- **Figma**
- **Adobe Illustrator**
- **Adobe Premiere Pro & After Effects**

Languages

- **English** (Native)
- **Indonesian** (Fluent)
- **Chinese** (Elementary)

My resume is also available online on:
joekusuma.com/resume/

02

GRAPHIC DESIGN

A collection of graphic designs for the following organizations:

Permias UIUC
Dubshot
INA Company
Student Council Bina Bangsa
Bloom Bucket Atelier
DocTalk
Teratai

PERMIAS UIUC

University of **Illinois**

2021

PERMIAS
UIUC

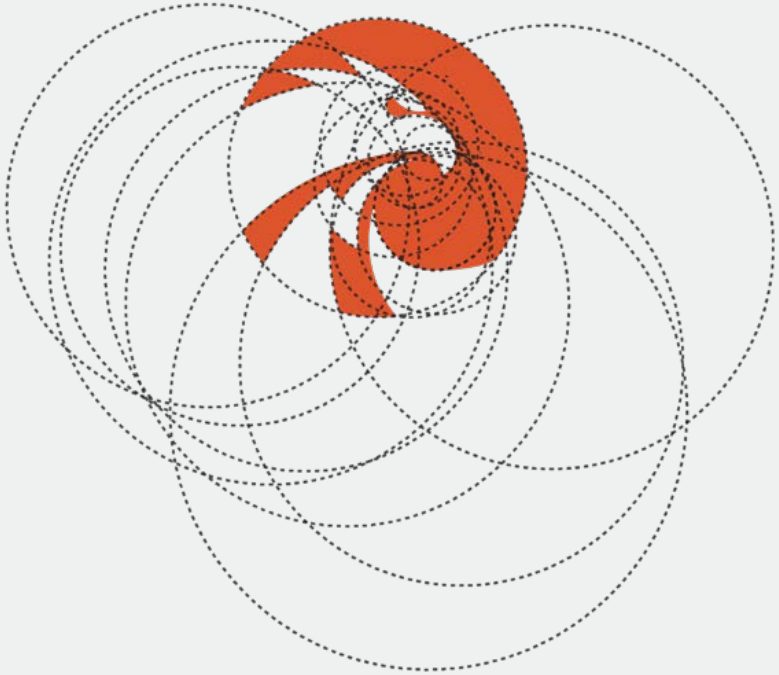
REDESIGNED LOGO

FONT

Gotham

COLOR PALETTE

DESIGN



VARIATIONS

Anandara

Square and Villas
2022

Logo
Brand Identity

Page 12: Logo
Page 13: Logo design

LOGO VARIATIONS

BRAND IDENTITY /
POSTER

SQUAD.

University of **Washington**
Dubshot
2019

Poster

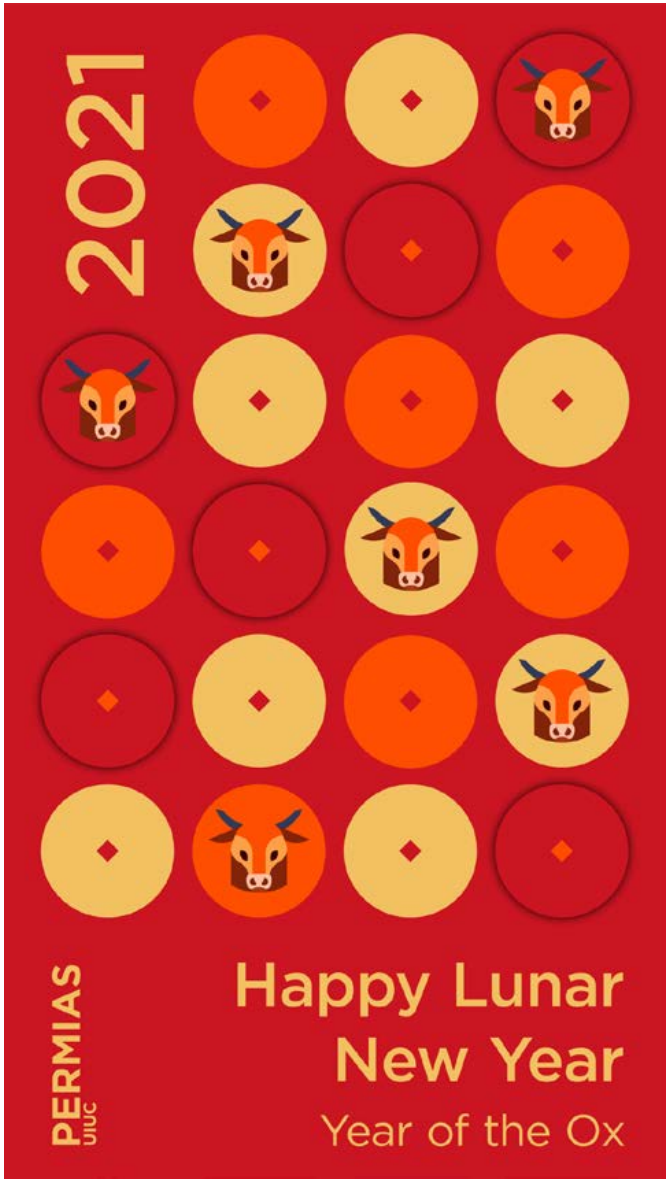
COLOR PALETTE

Event Posts

University of **Illinois**
PERMIAS
2021

Post

CHRISTMAS



LUNAR NEW YEAR

Invitation

Karina **G**
2018

Invitation / RSVP

COLOR PALETTE

MOMENTS

University of **Washington**
Dubshot
2019

Poster

COLOR PALETTE

Sakura

University of **Washington**
Dubshot
2019

Poster

COLOR PALETTE

INA Logo

INA Watertank Company
2018

Logo / Brand Identity
Business Cards

VARIATIONS

REDESIGNED LOGO

BRAND BACKDROP

Fundraiser

University of **Washington**
Dubshot
2019

Poster / Brochure

COLOR PALETTE

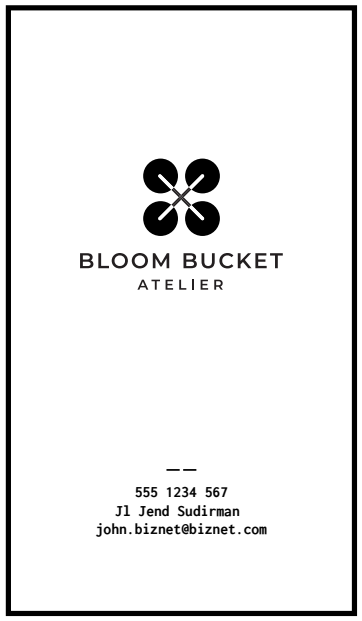
Bloom Bucket Atelier

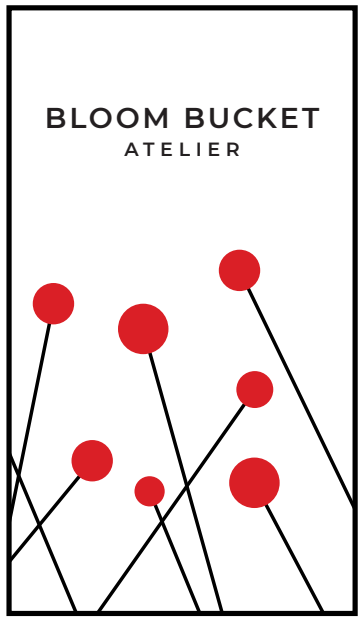
Flower Bouquet Boutique
2019

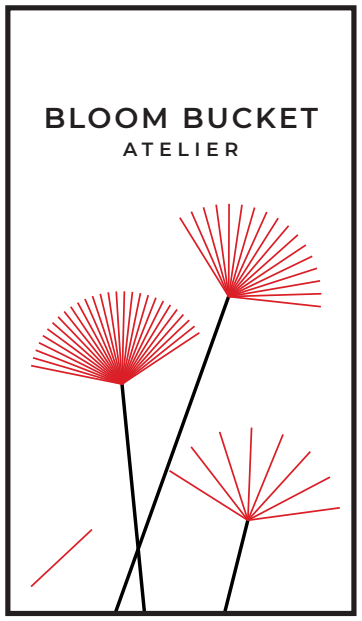
Logo / Brand Identity
Business Cards

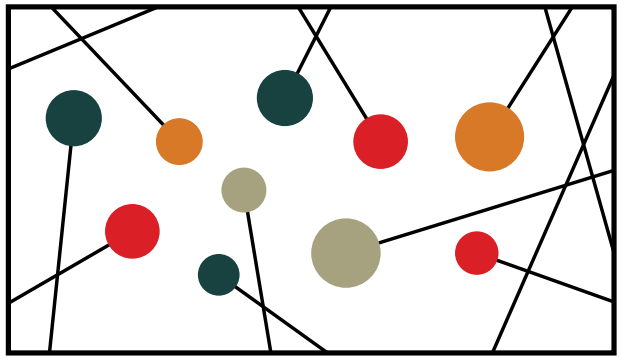
BLOOM BUCKET
ATELIER

LOGO









BUSINESS CARDS

COLOR PALETTE

Doctalk

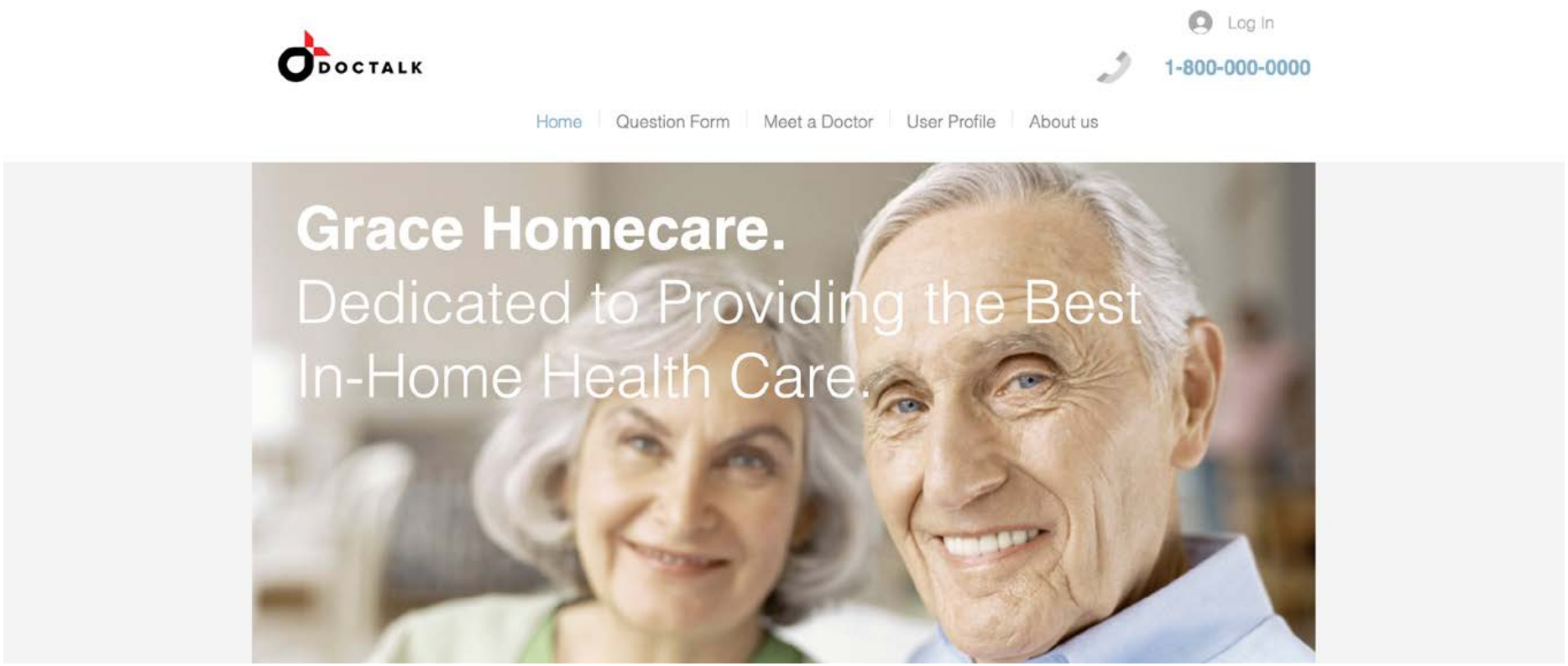
University of **Washington**
Medical / Startup company
2019

Logo
Website

Page 22: Logo
Page 23: Website

LOGO

COLOR PALETTE


DOCTALK
Log In
1-800-000-0000
Home
Question Form
Meet a Doctor
User Profile
About us
Grace Homecare.
Dedicated to Providing the Best
In-Home Health Care.

WEBSITE

Teratai Hotels

Hotel Company
2019

Logo
Brand Identity

Page 24: Logo
Page 25: Logo design

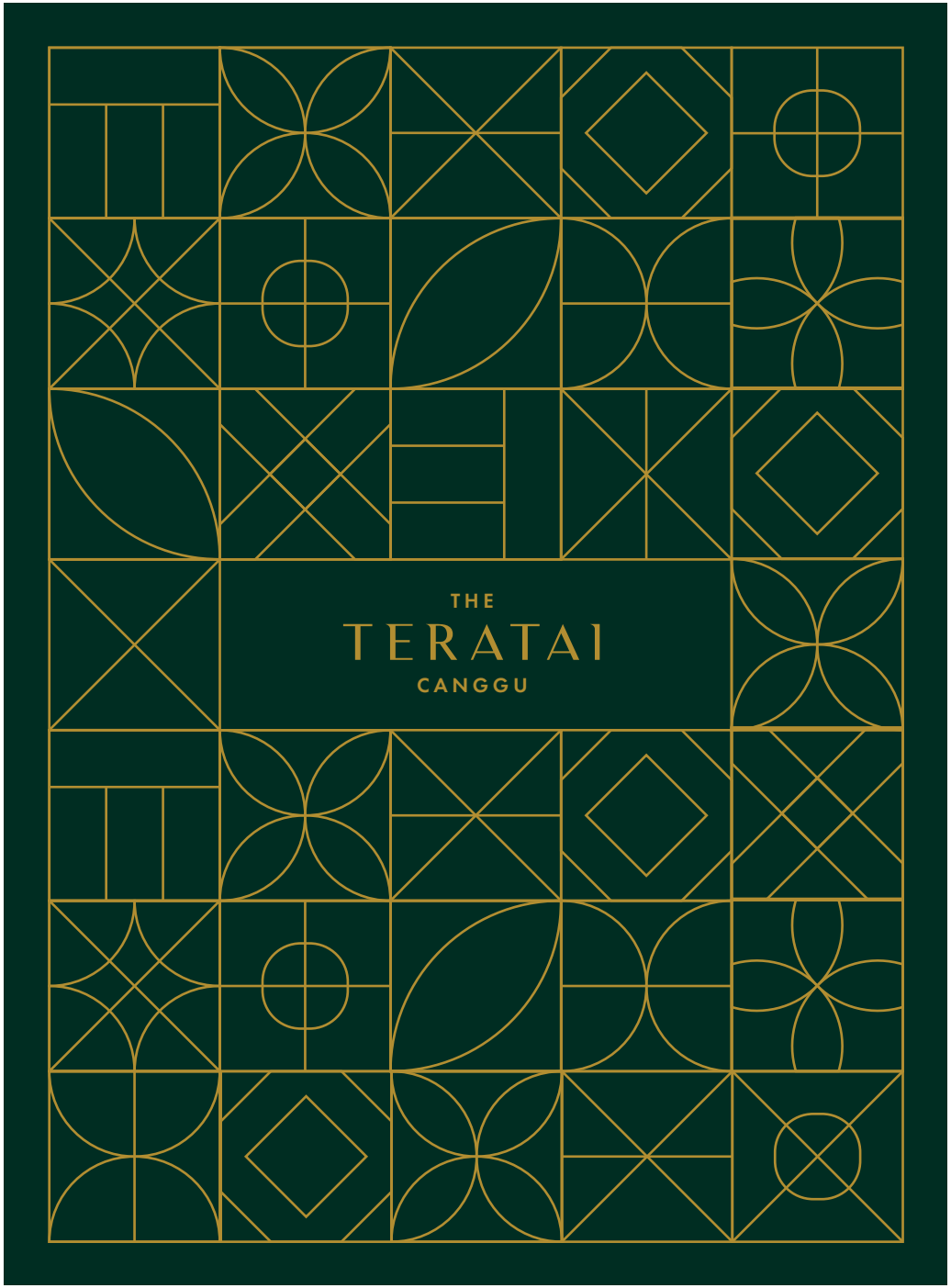
LOGO VARIATIONS

TERATAI
CANGGU

TERATAI
CANGGU

THE
TERATAI
CANGGU

COLOR PALETTE



BRAND IDENTITY /
POSTER

03

PHOTOGRAPHY

A collection of photographs from around the world. I work both on planning and post-processing.
I carry out quality processing of the captured content, including color correction and removal of unwanted image details.

2018
Seattle, **United States**

Fujifilm XT-1

23mm
8s
ISO 200
f/10

2019
Seattle, **United States**

Fujifilm XT-1

35mm
30s
ISO 200
f/20

30

2021
Chicago, **United States**

Fujifilm XT-1

23mm
1/5800
ISO 200
f/3.6

2020
Seattle, **United States**

Fujifilm XT-1

80mm
1/500
ISO 800
f/5.6

2018
Lake Tekapo, **New Zealand**

Fujifilm XT-1

27mm
210s
ISO 200
f/20

2019
Seattle, **United States**

Fujifilm XT-1

35mm
1/200
ISO 200
f/3.6

2019
Red Rock Canyon, **United States**

Fujifilm XT-1

42mm
1/5
ISO 250
f/11

2018
Lake Wanaka, **New Zealand**

Fujifilm XT-1

27mm
1/200
ISO 200
f/18

2017
Osaka, **Japan**

Fujifilm XT-1

85mm
1/70
ISO 640
f/22

2018
Lake Tekapo, **New Zealand**

Fujifilm XT-1

27mm
90s
ISO 200
f/20

2018
Melbourne, **Australia**

Fujifilm XT-1

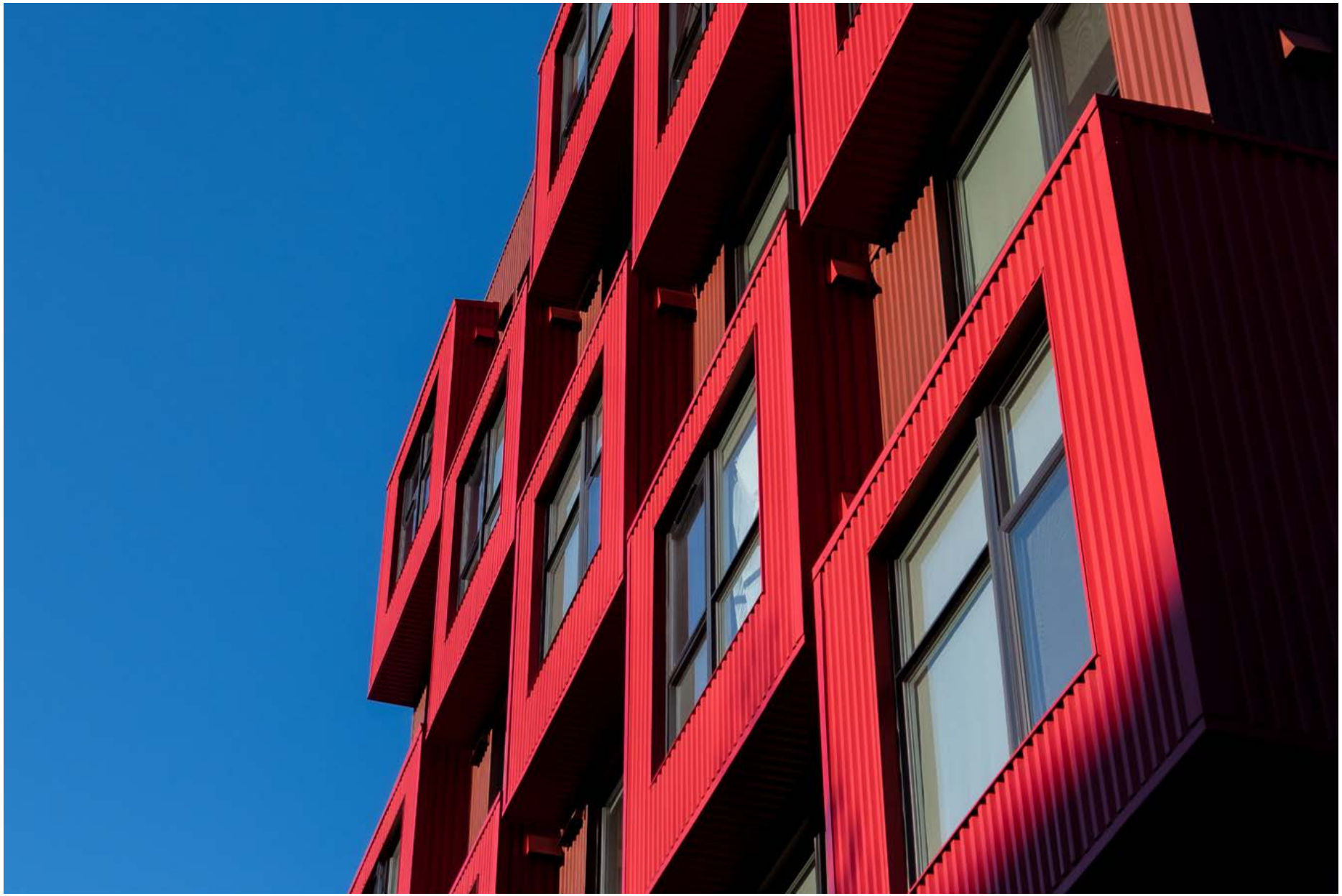
23mm
11s
ISO 200
f/10

2018
Lake Tekapo, **New Zealand**

Fujifilm XT-1

42mm
75s
ISO 200
f/20

40



2020
Seattle, **United States**

Fujifilm XT-1

23mm
1/800
ISO 200
f/5.6

2019
Seattle, **United States**

Fujifilm XT-1

85mm
1/200
ISO 200
f/1.4

2017
Seattle, **United States**

Fujifilm XT-1

23mm
1/180
ISO 200
f/16

2017
New York, **United States**

Fujifilm XT-1

115mm
1/75
ISO 250
f/11

2021
Marshall, **United States**

Fujifilm XT-1

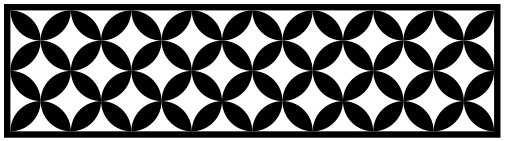
23mm
1/400
ISO 500
f/5.6

2017
Toronto, **Canada**

Fujifilm XT-1

50mm
210s
ISO 200
f/20

All designs and photographs belong to:
Jonathan Farrell Kusuma



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