

# Raymon Sutedjo-The

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## PROFESSIONAL EXPERIENCE

### STAFF PRODUCT DESIGNER → DESIGN MANAGER → SENIOR DESIGN MANAGER

Marqeta / Jan 2021–present

- Lead Design team to build Cardholder UI SDK 0 → 1, from initial vision to proof-of-concept, execution, enablement, and go-to-market launch; the product is Marqeta's **first front-end B2B2C offering** that makes it easy for customers to build and launch embedded finance products with less engineering effort, shortened time-to-market, and built-in bank + network compliance
- Grow a global team from **zero to four designers**; improve hiring process by creating clear documentation and evaluation criteria for each interview session; set clear expectations and priorities for team members at varying levels and roles; sponsor five promotions successfully and continue to grow and nurture internal talent; maintain a 90+ average satisfaction score throughout management tenure
- **Elevate operational efficacy** by establishing key processes between Design, Product, Engineering, and other cross-functional partners such as Docs, Legal, and Marketing; evolve said processes to fit the organization's needs and circumstances; introduce design sprints as a tool to accelerate and enhance strategic conversations
- Advocate for accessibility by **integrating WCAG requirements as part of design and engineering deliverables**; educate others via workshops and design reviews to scale operations and build internal capability; collaborate with Engineering to streamline accessibility testing and QA
- Lead design for RiskControl, Marqeta's **first suite of tools for managing payments risk and fraud**; key features include Know Your Customer (KYC), 3D Security, and case manager

### PRINCIPAL PRODUCT DESIGNER

Medium / Jan 2019–Oct 2020

- Lead redesign of **Medium's Android and iOS apps** up to public beta launch; collaborate with product managers and executives to realize the product vision and align with the business strategy; coordinate execution with multiple scrum teams
- Lead design for Reading List to improve product stickiness on mobile, resulting in a **16% increase in app usage** over six months post-launch
- Manage and mentor a designer on the team
- Champion accessibility initiatives across functions; build a **playbook that defines and enforces accessibility practices** with Engineering
- Write and publish a content guideline to standardize the use of language across products

### INTERN → MID-LEVEL → SENIOR → LEAD PRODUCT DESIGNER

Salesforce / Jul 2014–Feb 2017 (Platform); Feb 2017–Dec 2018 (Analytics)

Salesforce / Summer 2013 (Intern)

- Lead design for **Conversational Query**, an innovative analytics feature which empowers users to ask questions about their business data and get instant answers as interactive charts that enable further insights and explorations
- Lead design for Dashboard Subscription, enabling **4.2M+ daily users** to get a snapshot of their dashboards and metrics via email; build prototypes and collaborate with engineers to build a high-quality solution within the limits of email technologies
- Lead design for **key platform features such as forms and inline edit experiences** as part of Salesforce's application-wide redesign; construct a components library and user flows logic to create clarity for 50+ scrum teams that use Lightning Design System
- Lead design for Folder Management and Sharing, the **third most requested feature** by Salesforce customers
- Act as head editor of Salesforce UX blog and help it grow from **14K to 21K subscribers**; formalize and document the publication process to bring clarity to editors and writers; build and deploy a custom Salesforce app to streamline and automate the process
- Design mobile web templates that enable **2M+ Salesforce developers** to build cross-platform mobile applications rapidly with other tools in Platform Mobile Services

## EDUCATION

### CERTIFICATE IN PRODUCT STRATEGY

Reforge

### MASTER OF INFORMATION MANAGEMENT & SYSTEMS

University of California, Berkeley  
(School of Information)

- Recipient of "Outstanding Teaching Assistant" award
- Recipient of James R. Chen award

### BACHELOR OF FINE ARTS

School of the Art Institute of Chicago  
(Visual Communication)

## PUBLIC SPEAKING

- [UXDX Global Online Series](#) / 2024
- [Product Agility Podcast](#) / 2023
- [Product Elevation](#) / 2022
- Uber Visualization Nights / 2018
- [Cascade SF UXNight](#) / 2018
- Dreamforce / 2016
- AIGA / 2016

## SKILLS

### GENERAL

- User experience design
- Visual design
- Design system
- Accessibility
- Product strategy
- Data visualization
- Front-end prototyping
- User research (generative & evaluative)

### TOOLS

- Design & prototyping / Adobe Creative Suite (Illustrator, InDesign, Photoshop), Affinity Creative Suite, Figma
- Front-end engineering / CSS, HTML, Javascript
- Project management / Confluence, Jira, Notion
- Back-end engineering & databases / MySQL, PHP, PostgreSQL

### LANGUAGES

- English (fluent)
- Indonesian (fluent)
- Spanish (advanced)
- Mandarin Chinese (beginning)