

Jennifer Soetedjo

Designer, Marketing Front-End Developer

with experience in branding, marketing, and digital products.

Passionate about designing intuitive digital experiences that bridge user needs with business goals. Experienced in UX/UI design, front-end development, branding, and startup marketing, with a collaborative approach to creating products and visual identities that are both functional and engaging.

Employment History

Marketing & Design Intern at FoundersEdge, Sydney

JUN 2026 - PRESENT

- Collaborated directly with founders to refine FoundersEdge's rebrand, visual identity, and marketing strategy through iterative design reviews and live feedback.
- Developed brand systems and visual identities across FoundersEdge's community programs and initiatives.
- Designed partnership proposals, sponsorship decks, social campaigns, and event collateral supporting FoundersEdge's startup community.
- Contributed to website strategy and UX/UI, translating the refreshed brand into digital experiences and supporting front-end implementation.

Web Designer/Developer at Quikshot, Sydney

MAY 2026 — AUG 2026

- Designed and developed a responsive marketing website using React, Vite, Tailwind CSS, and GSAP.
- Collaborated directly with founders to refine branding, website strategy, and UX/UI through iterative feedback from concept to deployment.
- Built an interactive scroll-based storytelling experience that visually guides through the product and how it is consumed.
- Integrated backend APIs and third-party services to support dynamic functionality and user interactions.

Social Media Manager at Towzen, Sydney

DEC 2025 — APR 2026

- Scaled @towzen.au from 2.8K → 4.7K followers (+71% in 3 months)
- Produce short-form video, carousels, and motion graphics using CapCut, DaVinci Resolve, and Canva.
- Manage community interactions, respond to inquiries, and escalate support issues as needed.
- Track performance via native analytics and report insights to refine content and posting cadence.

Details

Sydney, New South Wales,
Australia
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Links

[Website](#)
[LinkedIn](#)

Skills

Canva Figma
Adobe Photoshop
Adobe Illustrator
DaVinci Resolve
Capcut Procreate
Blender Maya
HTML CSS
JavaScript
TypeScript
Asana
Airtable

Sub-Director Webmaster at Indonesian Student Association New South Wales, Sydney

APR 2025 — NOV 2025

- Led the refresh of the organisation's digital presence, shaping a visually engaging and culturally expressive platform for the Indonesian student community.
- Designed clean, accessible layouts and visuals to ensure content was clear, welcoming, and easy to engage with across devices.
- Improved overall user experience by streamlining navigation and optimising how content is presented and accessed.
- Created interactive and visually engaging content, including a 3D campus map built with Blender, to increase audience engagement.
- Worked closely with multiple teams to coordinate content, visuals, and updates, supporting smooth communication and delivery.

UX/UI Lead / Front-End Developer at Indonesian Student Association in Australia (PPIA), Sydney

JAN 2025 — NOV 2025

- Led the refresh of PPI Australia's national digital platform, aligning UX and visual identity to connect chapters across seven states.
- Defined information architecture and navigation; modernised the design system for consistency and accessibility across devices.
- Developed interactive visual content, including a 3D map (Blender), to encourage discovery of chapters and events.
- Partnered with cross-functional teams to prioritise updates, coordinate content releases, and ensure reliable delivery.
- Supported front-end prototypes and handoff to validate flows and improve implementation quality.

UX/UI Designer at Prodigy, Sydney

SEPT 2024 — NOV 2024

- Designed concepts for an Australian health and lifestyle product with a focus on clarity, accessibility, and user trust.
- Conducted user research and interviews to understand audience needs, behaviours, and emotional pain points.
- Produced wireframes and high-fidelity prototypes in Figma, iterating with cross-functional feedback to refine messaging and usability.
- Synthesised research into a compelling visual prototype and presentation that earned the team "Best Product Research."
- Applied empathy-driven design principles to deliver transparent, trustworthy experiences for a sensitive audience.

Education

Bachelor of Design (Interaction Design) at University of Sydney

FEB 2024 — PRESENT

Bachelor of Science (Computing and Software Systems) at University of Melbourne

FEB 2023 — JAN 2024

React.js

Spline

Python

English

Indonesian

Basic Chinese

Languages

Basic Chinese

Indonesian

English