Nadya Suwarno

Product Designer | AI-Native • UX Research • Systems Design
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Product Designer specializing in AI-native experiences across emerging technology, healthcare, and financial services. I leverage user research, systems thinking, and rapid prototyping to transform complex technologies into intuitive products that improve decision making, build trust, and create measurable value for users and businesses.

EDUCATION

Parsons School of Design, New York — Expected Graduation May 2027
BFA Design & Technology, Minor in Creative Entrepreneurship — GPA 3.85 (Merit Scholarship)

EXPERIENCE

Emerging Technology Lab Product Intern – *Museum of Moving Image, New York* — Mar 2026 - Jul 2026

- **0-1 Product Development:** Shipped a 0-to-1 interactive learning product translating procedural 3D content generation and LLM-powered worldbuilding into an accessible experience for non-technical users.
- **UX Research & Prototyping:** Defined interaction models by synthesizing academic research and open-source AI pipelines, leading the product from research through high-fidelity prototyping in FigmaMake.

Creative Strategy Intern– *Base Entertainment, Jakarta* — Jun 2025 - Aug 2025

- **Marketing Strategy:** Researched global film campaigns and developed creative recommendations that informed marketing strategies for Indonesian releases.
- **Campaign Execution:** Redesigned marketing assets and coordinated with cross-functional teams to execute international film premieres attended by 1,000+ guests.

Design Technology Assistant – *Parsons School of Design, New York* — Oct 2024 - May 2025

- **Program Operations:** Coordinated department operations supporting annual exhibitions, student showcases, and studio activities, ensuring seamless experiences for faculty and students.
- **Brand & Digital Experience Design:** Led the visual identity for *Mosaic* and collaborated with a four person team to design cohesive exhibition experiences across web, print and physical touchpoints, including website wireframes, interaction design and marketing assets.

PROJECTS

Care Coordination Platform – Product Case Study — In Progress

UI/UX Springboard

- Leading 0-to-1 product definition for a caregiver coordination platform targeting Southeast Asia's family-mediated care model; mapped an 8-stakeholder healthcare ecosystem to isolate the core breakdown: coordination, not information access.
- Identified an uncontested market gap through competitive analysis of 6 regional platforms, then scoped an MVP around the three coordination features no incumbent offered, deferring commoditized teleconsult and payer integration.
- Currently validating assumptions through primary caregiver research to pressure-test the problem before design.

LEADERSHIP

Vice Director of Events – *Permias NYC* — Oct 2025 - Feb 2026

Established a more inclusive vision for PERMIAS by transforming community programming, forging strategic partnerships, and securing over $7,000 in sponsorships. Led three flagship events that increased attendance 33% year over year and founded *Arus*, a new initiative that expanded undergraduate engagement and diversified participation across the organization.

Co-Founder & Program Director – *Indonesian Performing Arts Community (IPAC)* — Nov 2021 - Present

Co-founded a community-driven movement to preserve and expand access to Indonesian performing arts through education, collaborative programming, and cultural exchange. Initiated *Tari Untuk Negeri*, designing a sustainable learning ecosystem that equipped artists to teach, mentor, and pass on traditional performing arts and cultural rituals to underserved children, strengthening long-term cultural preservation through education.

Skills: Figma, Miro, Obsidian, GitHub, Adobe Creative Suite, Rhino 3D, Unity, TouchDesigner, Google Analytics, HTML, CSS, JavaScript, Python, UX Research, Journey Mapping, AI Prototyping, Experience Design, HCI, Product Strategy, Design Systems
Languages: English (Fluent), Bahasa Indonesia (Native), Mandarin (Conversational), Korean (Conversational)