

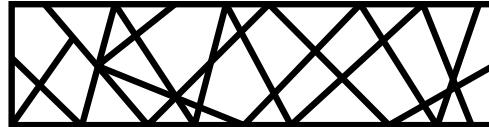
PORTFOLIO

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 24

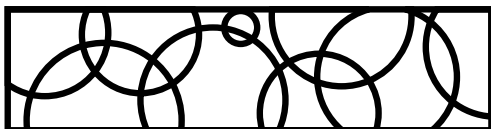
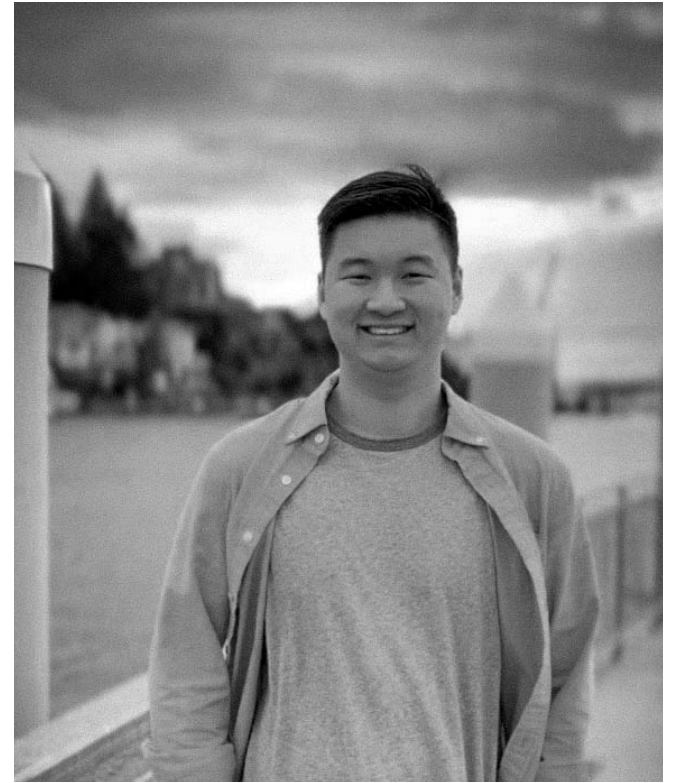
Landscape
Architecture
Black and White
Portrait

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

LinkedIn:
linkedin.com/in/joekusuma/

Phone:
+ 1206 502 6322

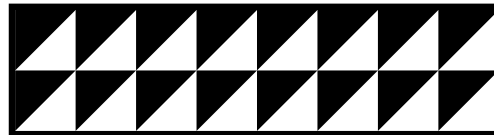
Instagram:
@joe.fk

Email:
joe@joekusuma.com

Alternate Phone:
+ 62 811 2753536

RESUME

Compilation of qualifications and experiences.



Jonathan Farrell Kusuma

joekusuma.com | (206) 502-6322 | jonathanhejfk@gmail.com | linkedin.com/in/joekusuma

EDUCATION

- University of Southern California** Los Angeles, CA
Master of Science in Applied Data Science, GPA: 3.7 January 2023 – December 2024
 • Machine Learning, Database Systems, Optimization Techniques, Data Management, Data Mining, Search Engines.
- University of Illinois at Urbana-Champaign** Champaign, IL
Bachelor of Science in Information Sciences (Dean's List), GPA: 3.9 August 2020 – May 2022
 • Data Management and Curation, Machine Learning, Data Visualization, HCI, Data Analytics.

TECHNICAL SKILLS

- Programming:** Python, SQL (PostgreSQL, MySQL), Java, JavaScript, R
Data Engineering: Airflow, Spark, PySpark, Hadoop, Snowflake, ETL/ELT, MongoDB, Presto
Cloud & DevOps: AWS (EC2, S3, Lambda), Docker, Kubernetes, GCP, Azure (Data Factory), Jenkins, Git
Machine Learning & NLP: TensorFlow, Keras, PyTorch, scikit-learn, NLTK, spaCy, FAISS, LangChain, ARIMA
Web & Visualization: React, Next.js, Node.js, Flask, Streamlit, Power BI, Matplotlib, Seaborn, Selenium, Jupyter

EXPERIENCE

- Data Analytics and Strategy Lead** July 2024 – March 2025
Teratai Group Remote
 • Structured a PostgreSQL database to manage 30+ properties, optimizing data storage and raising operational efficiency.
 • Collaborated with executives to create data-driven pricing models, scaling revenue per property by 18%.
 • Spearheaded data analytics initiatives that earned industry recognition, including the prestigious Indonesia Property Awards.
 • Designed customer segmentation models with KMeans and PCA, revealing five distinct customer segments, driving 25% higher marketing ROI.
- Software Developer** November 2023 – February 2024
Ayola.co Remote
 • Set up MySQL server for the website's backend, ensuring reliable data storage for over 1,000 daily users.
 • Created a real-time business scheduling dashboard through React and Moment.js, enabling seamless schedule edits.
 • Constructed RESTful API ecosystem using Node.js/Express with 200ms response times for critical endpoints.
- Web and Data Researcher** May 2021 – November 2021
HathiTrust Research Center Champaign, IL
 • Fine-tuned NLP pipelines with NLTK, spaCy and BERT to analyze linguistic patterns across 50,000+ historical documents.
 • Deployed predictive models to analyze user search behavior, reducing retrieval time by 20% and improving query relevance.
 • Designed interactive Matplotlib visualizations enabling cross-disciplinary insights for 210+ research libraries.
- Software Developer Intern** May 2020 – August 2020
Gratia Husada Farma Remote
 • Revamped and optimized the company's official website, cutting load times by 40% built on React and Next.js.
 • Automated pharmaceutical data extraction with Selenium and BeautifulSoup, saving 20+ weekly staff hours.
 • Refactored and indexed SQL queries, achieving a 12% reduction in p95 response times for mission-critical inventory management dashboards.
- Software Developer Intern** July 2019 – August 2019
Biznet Networks Jakarta, Indonesia
 • Implemented Python/SQL ETL pipelines processing 1TB network data daily with 99.8% data validation accuracy.
 • Established an internal tool for a database management system with PostgreSQL, handling over 1300 employees.
 • Streamlined RESTful API testing through Postman with pre-scripted checks, improving data validation speed by 30%.

LEADERSHIP AND PROJECTS

- USC 3D4E | Lab Manager** Los Angeles, CA | August 2022 – December 2024
 • Engineered real-time ML computer vision system with TensorFlow to detect 3D print failures, reducing failed prints by 30%.
 • Trained a team of 15 lab techs in Arduino to develop 3D printing solutions, enhancing skill diversity within the lab.
 • Mentored 10+ junior team members in ML model deployment, increasing overall lab project completion rate by 25%.
- Graduates Rising in Data Science (GRIDS) | Vice President** Los Angeles, CA | January 2023 – May 2024
 • Led machine learning workshops, growing participation by 35% and educating 100+ members on ML techniques.
 • Organized and spearheaded hackathon events with 15+ teams, securing sponsorships from KNIME while fostering creativity and collaboration among participants.
 • Crafted a website configured with NextJS and Docusaurus, boosting engagement and accessibility for 1500+ members.
- eTA (Electronic Teaching Assistant) | Lead Developer** Los Angeles, CA | January 2024 – May 2024
 • Developed AI-powered learning assistant integrating GPT models, LangChain, OCR and APIs for interactive Q&A.
 • Built PDF/image upload support using Python, Streamlit, PyPDF2 and FAISS for vector storage.
 • Received grade A and professor's recommendation for curriculum integration. Full documentation on personal website.
- Solar Chapter | Executive Board** Champaign, IL | August 2021 – August 2022
 • Constructed GIS visualization platform highlighting impact metrics, securing \$15,000 in additional funding.
 • Planned and led website development projects, boosting online engagement and social outreach by 21%.
 • Launched marketing campaigns to establish sponsor partnerships for a \$25,000 community development project.

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

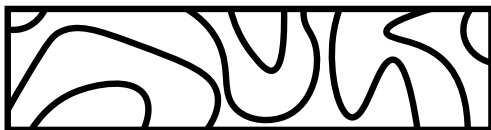
INA Company

Student Council Bina Bangsa

Bloom Bucket Atelier

DocTalk

Teratai





PERMIAS UIUC

University of Illinois

2021



PERMIAS
UIUC

REDESIGNED LOGO

FONT

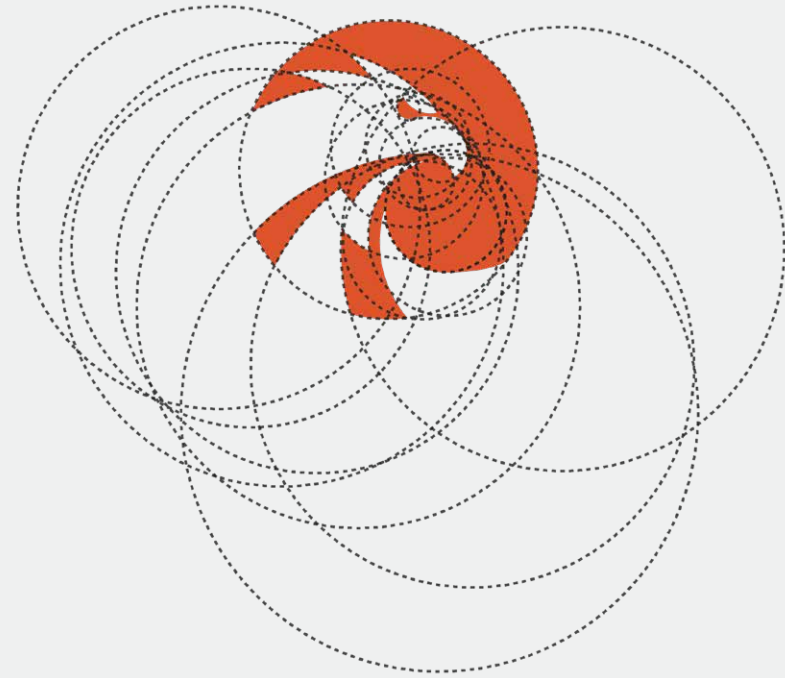
Gotham

COLOR PALETTE





DESIGN



VARIATIONS

SQUAD.

University of Washington
Dubshot
2019

Poster

12

COLOR PALETTE



Sunday
9:30 a.m. - 4:00 p.m.
May 12, 2019
meet at UW link station
free admission

**the humanities
photography route**

Saturday
4:00 - 9:00 p.m.
May 18, 2019
meet at Odegaard Library
paid admission (food included)

**the landscape
photography route**

a series of field trips that are open
for everyone who wants to gain
knowledge and hands-on experience
in the field of photography

we will visit a plethora of iconic
Seattle photo spots such as Seattle
Public Library, Pike Place Market
and Discovery Park

SQUAD.



DUBSHOT

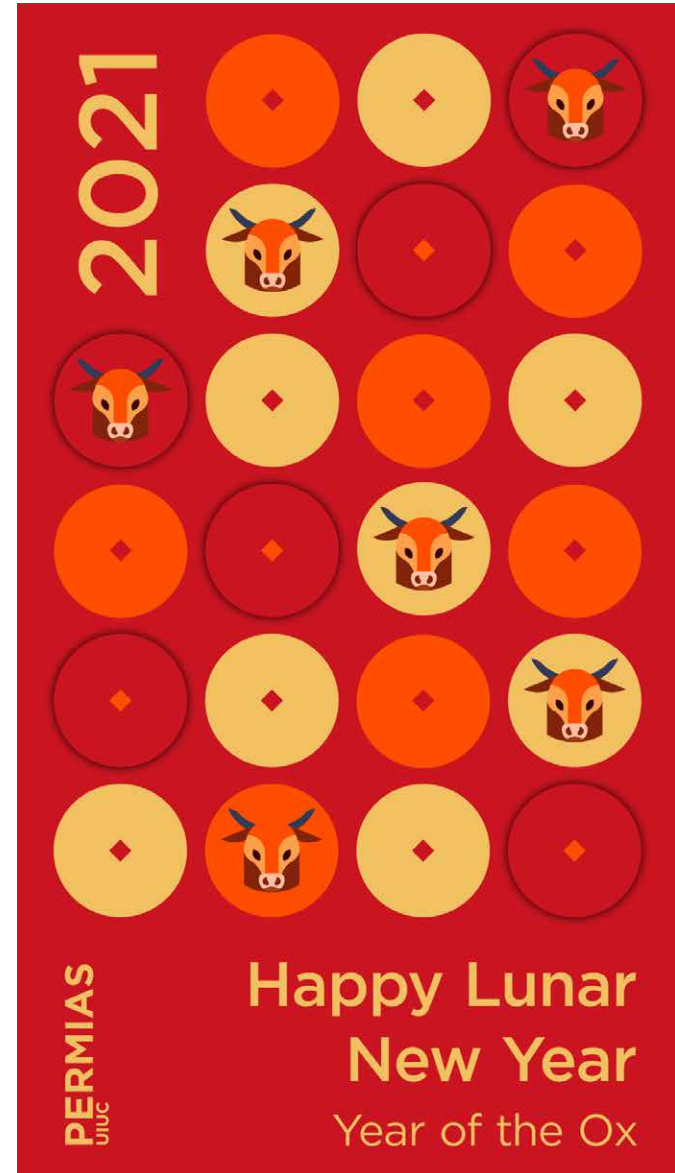
Event Posts

University of Illinois
PERMIAS
2021

Post



CHRISTMAS



LUNAR NEW YEAR

Invitation

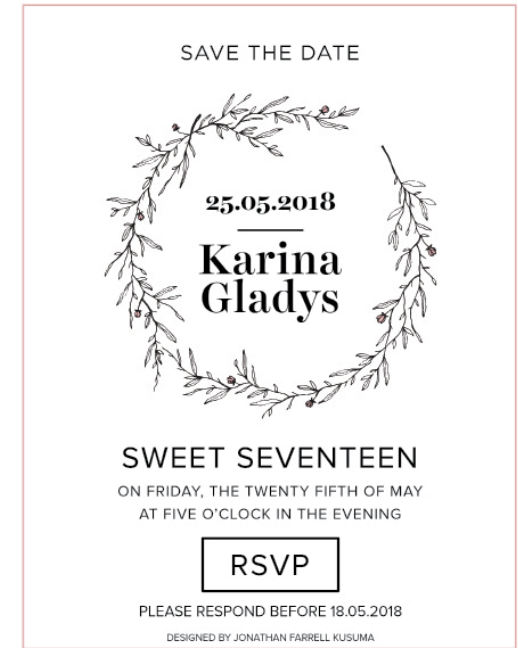
Karina G
2018

Invitation / RSVP

14



COLOR PALETTE



MOMENTS

University of Washington
Dubshot
2019

Poster



COLOR PALETTE



Sakura

University of Washington
Dubshot
2019

Poster

16

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

18

DUBSHOT'S FIRST ANNIVERSARY

FRIDAY, MARCH 1 & MONDAY, MARCH 4
10 AM - 4 PM
IN FRONT OF KANE HALL
\$10 FOR A DOZEN OF ORIGINAL GLAZED
\$12 FOR A DOZEN OF FLAVOURED DONUTS

Donut Type	Price
Original Glazed	\$1
Chocolate Glazed	\$1.5
Pineapple Bun	\$2
Glazed with KREME Filling	\$1.5
Glazed with Lemon Filling	\$1.5

 | DUBSHOT |  糖潮
O dessert bakery

COLOR PALETTE



Bloom Bucket Atelier

Flower Bouquet Boutique
2019

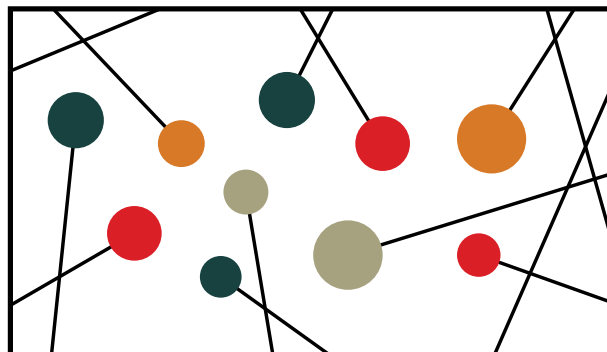
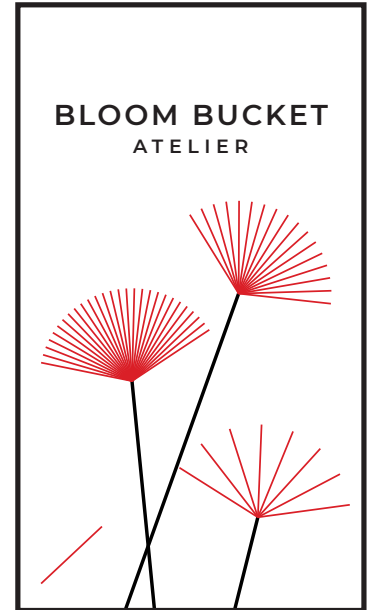
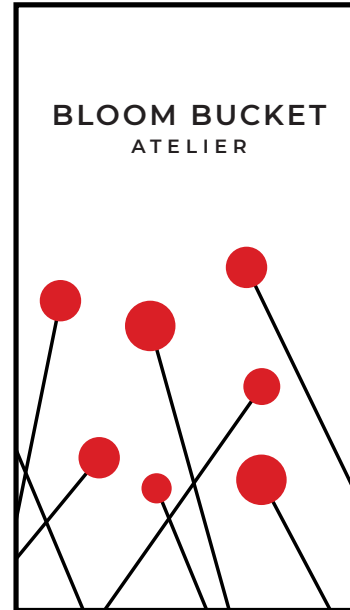
Logo / Brand Identity
Business Cards



BLOOM BUCKET
ATELIER

LOGO

COLOR PALETTE



BUSINESS CARDS

Doctalk

University of Washington
Medical / Startup company
2019

Logo
Website

Page 20: Logo
Page 21: Website

20



LOGO

COLOR PALETTE





 Log In



1-800-000-0000

[Home](#) | [Question Form](#) | [Meet a Doctor](#) | [User Profile](#) | [About us](#)

A photograph of an elderly couple smiling warmly. The woman on the left has short, wavy white hair and is wearing a light green top. The man on the right has short white hair and is wearing a light blue collared shirt. They are both looking towards the camera with pleasant expressions.

Grace Homecare.
Dedicated to Providing the Best
In-Home Health Care.

Teratai Hotels (Ver 1)

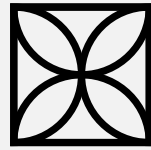
Hotel Company
2018

Logo
Brand Identity

Page 22: Logo
Page 23: Logo design

LOGO VARIATIONS

22



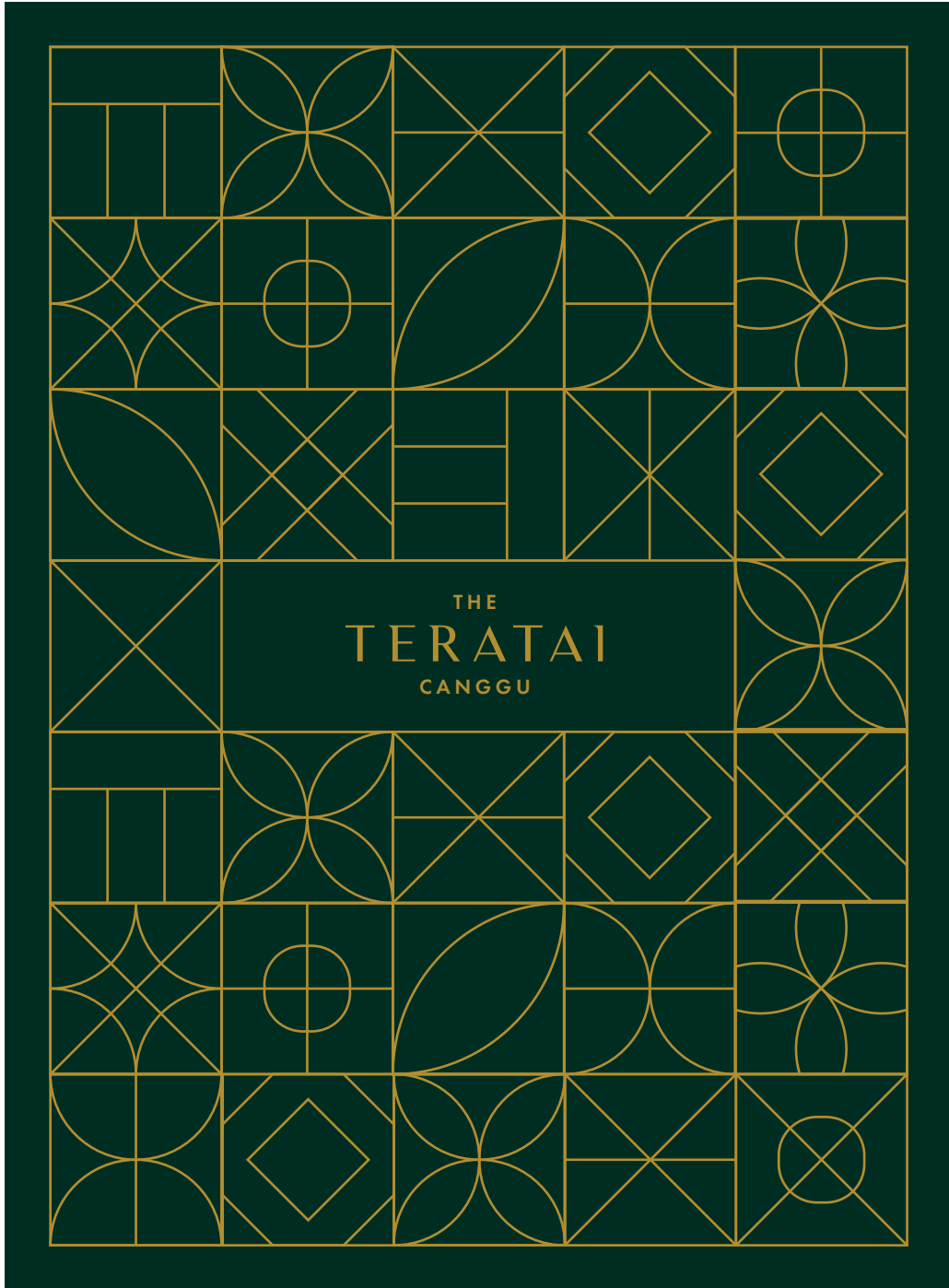
TERATAI
CANGGU



THE
TERATAI
CANGGU

COLOR PALETTE



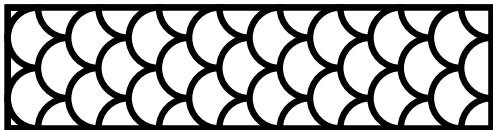


**BRAND IDENTITY /
POSTER**

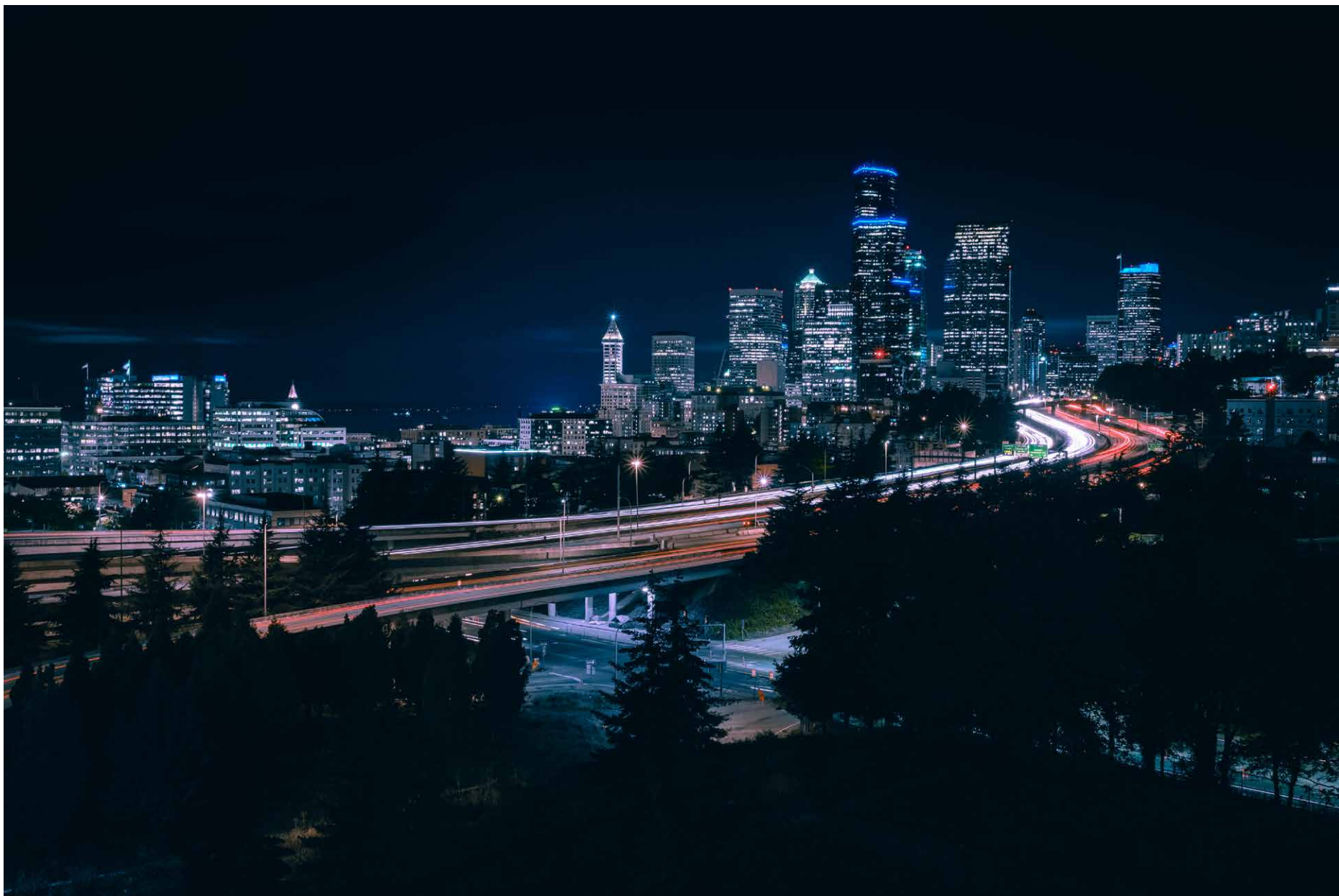
03

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



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

30



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

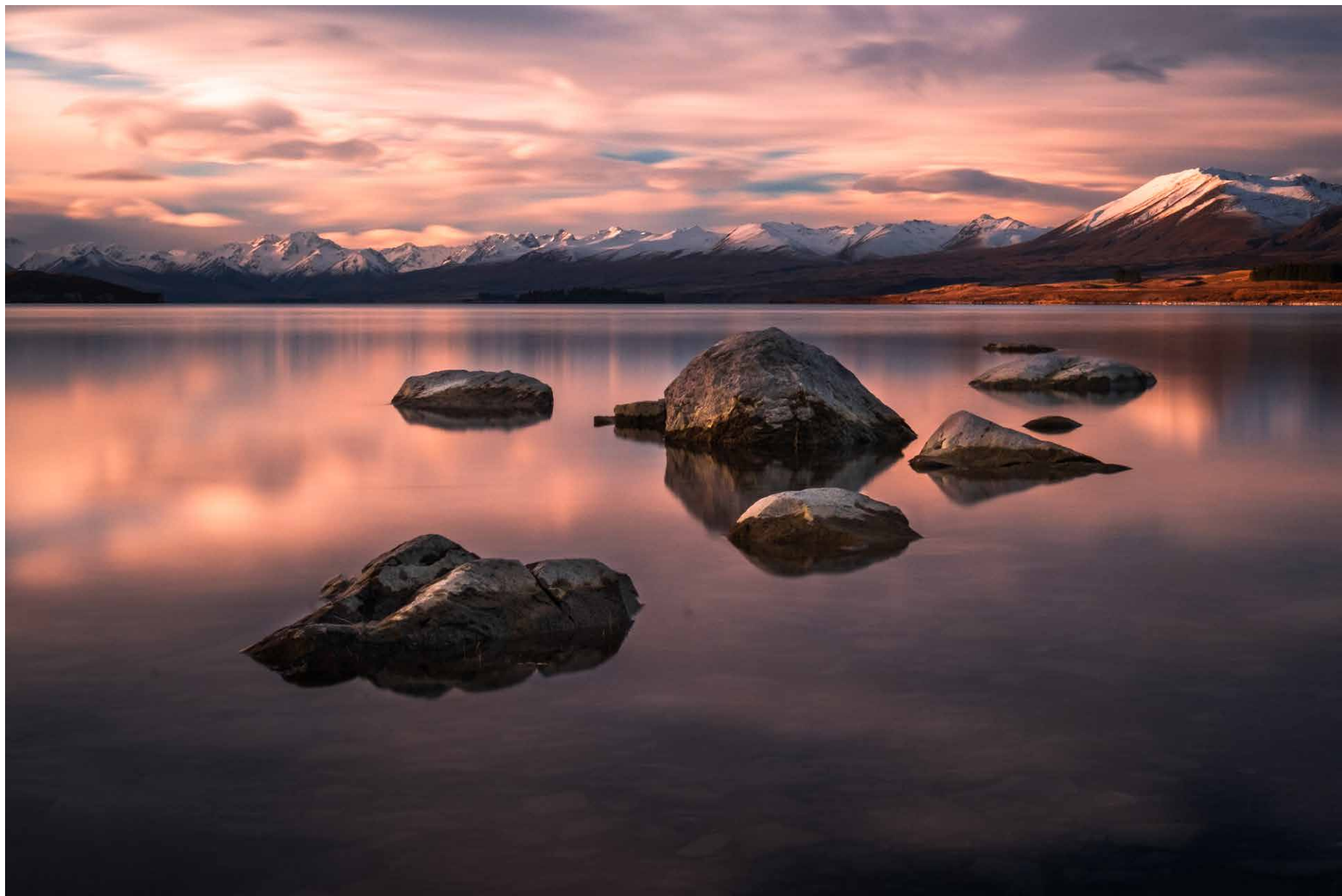


36

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



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



40

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

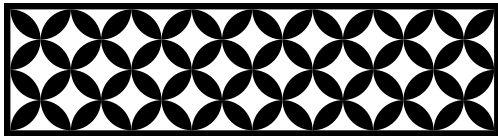


2017
Toronto, Canada

Fujifilm XT-1

50mm
210s
ISO 200
f/20

**All designs and photographs belong to:
Jonathan Farrell Kusuma**



Website:
joekusuma.com

Instagram:
[@joe.fk](https://www.instagram.com/joe.fk)

LinkedIn:
[linkedin.com/in/joekusuma/](https://www.linkedin.com/in/joekusuma/)

Email:
joe@joekusuma.com

Phone:
+ 1 206 502 6322

Alternate Phone:
+ 62 811 2753536