

IKA ANDRIANA ADIRIYANTO

UI & UX Designer

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ikandrianaa.com

A multifaceted designer with 4 years of experience in designing for complex business platforms, adept at multitasking complex projects in fast-paced working environment, independent problem-solving, and passionate collaborative teamwork. Worked with various industries (e-commerce, food and beverage, real-estate, education, and blockchain).

Professional Experiences

Integrated Management Systems

2022 - August | Hong Kong

UI/UX Designer

- Handled multiple projects concurrently while executing end-to-end design solution.
- Assisted in building and maintaining design systems for a comprehensive SaaS platform.
- Worked closely with marketing executives, product managers, developers and CTO to enhance product features and meet business goals.
- Handled client meetings during ideation-phase to gather, present and execute ideas.
- Revamped a responsive website through conceptualisation, wireframes and the construction of interactive, high fidelity prototypes, and performed QA testing for pre-launched projects.
- Curated marketing materials including newsletters, social posts, and web banners.

RH-Software

2020 - 2022 | Hong Kong

UI/UX Designer

- Gathered requirements for clients' websites and collaborated with external UI/UX designers through close communication to effectively showcase their vision and needs.
- Worked closely with project managers, and developers to ensure an impactful project delivery according to client requirements.
- Designed mobile application "PetsOnTapp" a pet routine and medical monitoring app for pet owners.

Seekasia - JobsDB

2020 (Project based) | Hong Kong

UX Researcher

- Conducted extensive user research, market and competitive analysis, UX flows, and feature ideation.

ASTRI - BRIDGE AI

2020 (Project based) | Hong Kong

UI/UX Designer

- Conducted in-dept user research, analyse UX flows, wireframes and interactive prototypes to enhance workflow of educators and learning experience for students.

Feedme Guru

2018 - 2020 | Hong Kong

UI/UX Design Intern

Digital Marketing & PR Intern

- Redesigned Feedme Guru's Website and App.
- Designed marketing materials for one of the biggest Food Festival of Hong Kong Tourism Board's "Great Feast 2019".
- Pitched and manage editorial direction for digital campaigns.
- Managed Feedme Guru social media platforms (Facebook, Instagram, newsletters), reaching over 100K cumulative followers.

Education

Upper Iowa University

2016 - 2020

Bachelor of Science in Psychology.

Xccelerate

2020

Full Stack UI/UX Design.

Others

Skills

Information architecture, Interaction design, User research, Usability testing, Task flows, Competitive analysis, Visual design, Wireframes, Design system, Prototyping.

Design Tools

Figma, Sketch, Adobe creative suite, Invision, Marvel.

Language

English, Cantonese, Indonesian.