

# LIDIA YAMIN

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## CAREER SUMMARY

A multidisciplinary designer specializing in **UI/UX and visual communication** for **4+ years**, with experience across fintech and corporate environments. Skilled in translating complex ideas into intuitive and engaging digital experiences, while managing end-to-end creative projects independently. Passionate about creating meaningful designs that balance aesthetics, functionality, and real-world impact.

## EDUCATION

|                                                     |             |
|-----------------------------------------------------|-------------|
| <b>Universitas Multimedia Nusantara</b>             | Tangerang   |
| Bachelor of Visual Communication Design (GPA: 3,79) | 2020 - 2024 |

## WORK EXPERIENCE

|                                                                              |                |
|------------------------------------------------------------------------------|----------------|
| <b>PT. Argha Karya Prima Industry (Corporate Communication Sr. Designer)</b> | Jakarta        |
|                                                                              | 2025 - Present |

- Sole designer managing end-to-end corporate communication and multimedia projects
- Produced company profile and training videos (safety, lab, FSSC 22000) for internal communication
- Designed UI for internal applications to improve usability and visual consistency
- Led visual execution for major corporate events and branding initiatives
- Coordinated event production and documentation, ensuring consistent brand storytelling

|                                                |        |
|------------------------------------------------|--------|
| <b>Yippy (Graphic Designer/UI/UX Designer)</b> | Hybrid |
|                                                | 2024   |

- Designed 30+ client merchandise and seasonal campaign materials for brands including Xiaomi and Canva
- Developed visual concepts for onboarding kits and hampers, enhancing brand storytelling
- Contributed to website design and seasonal digital campaigns

|                                                 |         |
|-------------------------------------------------|---------|
| <b>PT. Bank Rakyat Indonesia (UI/UX Intern)</b> | Jakarta |
|                                                 | 2024    |

- Designed user interface for the Trade Dashboard application, improving clarity and usability of financial data visualization
- Developed UX writing for Forex notifications to enhance user understanding and engagement
- Implemented and adapted QLola Design System across ongoing features to ensure consistency and scalability
- Collaborated with stakeholders to refine user flows and improve overall user experience

## ORGANIZATION EXPERIENCE

|                                                   |                |
|---------------------------------------------------|----------------|
| <b>Scholas Occurrentes (Indonesia Ambassador)</b> | Indonesia      |
|                                                   | 2025 - Present |

- Selected as Indonesia Ambassador for an international education forum in Rome under Scholas Occurrentes
- Presented national initiatives and contributed to global discussions on youth, education, and cultural exchange
- Designed a curriculum framework integrating Indonesian cultural values and student behavior
- Collaborated with international participants to promote inclusive and meaningful education

## SKILLS

### Core Design Skills

- Visual Communication & Branding
- UI/UX
- Wireframing & Prototyping
- Design Systems

### Design Thinking & Strategy

- User-centered design thinking
- Problem-solving & concept development
- UX writing & microcopy
- Information hierarchy & layout structuring

### Tools

- Adobe Suites (AI,PS,Ae,Pr)
- Figma, Framer
- Capcut
- Canva