

Grace Wijaya

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EXPERIENCE

Creation Tech, Singapore

Product Designer

Mar 2023 - Present

- Conduct competitive/market analysis to identify audience segments and develop user journeys that reflect the needs and pain points of those segments.
- Deliver compelling insights, stories and artefacts to help drive evidence-based product and design decisions.
- Contributes actionable suggestions based on user needs and usability best practices.
- Deliver user-focused designs that highlight product and brand characteristics
- Communicate data-informed vision and design rationale to cross-functional stakeholders
- Output project: MoLelang (e-commerce and bid application) & Burgo Smart School System from PT. IMB Indonesia

Creative Agency, Australia

UX/UI Designer

Aug 2021 - Dec 2022

- Planning: Create the learning experience, materials, challenges & tasks for Buildwith Angga students.
- Facilitating: Facilitate an engaging and enjoyable learning process through in-class discussion and other learning activities.
- Assessment: Assess & give constructive feedback for students.

Yellow Shine, Indonesia

Graphic Designer

Dec 2020 - Jun 2021

- Translate verbal and written requests from users or clients into actionable creative directions. This includes developing plans and strategies that are aligned with users' goals and giving the right solutions in various creative forms, such as copy, visual, and content.
- Manage multiple projects from concepting to implementation; pitch and present to users and clients; and supervise the design team's output.
- Actively contribute in developing Createcrack's brand guideline.
- Keep up with the current trends and apply them to Createcrack's creative marketing strategies.

EDUCATION

Universal University

Informatics Engineering

Aug 2018 - Aug 2022

- Learn basic HTML and CSS with output project: company profile
- Learn laravel programming language and create simple CRUD applications
- Conduct research using a wide variety of qualitative & quantitative methods, including in-depth interviews, usability testing, focus groups, diary studies, and surveys.
- Designing and developing Skripsiku project for the final project with the title "Designing the user interface and experience of Skripsiku application using the Usability Testing method"

SKILL

Technical: Figma, Adobe XD, HTML/CSS, Wordpress, Adobe Illustrator, Photoshop

Languages: Fluent in English, Indonesian

Certifications & Training:

- Speaker at Digitalize your roadmap through UI/UX
- Speaker at Talkshow Be a Great Creativity: "Exploration Design for a Strong Market"