

hey!

Reyhan Aditrea here

UX & UI Designer, Interaction Designer, prototyper and cyclist. Let's talk!

RESUME



About Me

Indonesian-based UX & UI Designer with over 7 years of experiences in Digital Product Design.

I've been involved in wide variety of digital products. I had built my own product, I had designed B2B products for state-owned government, and I had designed in startup that serves millions of users.

Here are the services I can provide:

Product Design	Prototyping
App UI Design	Project Management
Web UI Design	Motion Design / Animation
Product Illustration	3D Design
Design System	UX Writing

I'm very fascinated with product development & management which pushes me to experiment with lots of tools in order to improve design quality, to streamline my design process, and to smoothen design deliverables to engineers.

Cheers!



 [@reghanaditrea](https://twitter.com/reghanaditrea)

 [reghanaditrea](https://github.com/reghanaditrea)

Work Experiences

ACT I : COLLEGE DAYS

AMAGINE INTERACTIVE

GAME PROGRAMMER
NOV 2013 - APR 2014

Amagine Interactive creates games for mobile, mostly for Android platform. Their games are simple, fun, and addictive games. Very great for short time playing while commuting. I managed to release two games on Google PlayStore, Mr. Angry Munchy Alien and Lava Runner.



NEXTIN INDONESIA

GAME PROGRAMMER
AUG 2015 - OCT 2015

NextIn Indonesia is startup that created LexiPal. LexiPal is a software dedicated to help dyslexia children in learning how to read and write. I was in charged of implementing few levels for the mobile version of the game.

ACT II : FRESH GRAD

HANDL

CO-FOUNDER, DESIGNER
DEC 2015 - MAY 2017

HANDL is an event management platform where event organizer can publish their event and sell the tickets online. It's a startup that I tried to create with my friend from university. I was in charged for the whole design process, from conducting research, doing implementation, and making product decision to support the business.



KIBAR

STARTUP INCUBATOR FACILITATOR
NOV 2015 - FEB 2017

KIBAR is a tech startup ecosystem builder in Indonesia. They produce, mentor, and nurture startups through: innovation hub, tech incubator, and startup management. I was involved in Program Creation and Management that supports that vision. I also helped facilitating the startups to connect with mentors based on their needs.



TELKOMSIGMA

SOLUTION ARCHITECT
AUG 2017 - JUL 2018

Telkomsigma is a leading integrated End-to-End ICT Solutions company for more than 29 years in Indonesia. I mainly designed B2B solution for state-owned company in Transportation sector such as Commuter Line, Toll Road, and Fuel Provider.

ACT III : EXPERIENCED

ODDY

UX & UI DESIGNER
DEC 2020 - FEB 2022

Oddy is a one stop solution, partnered with Planet Ban, for auto services, cares, and maintenances. I'm paired with a product owner / manager to find the best UX for the customer app and partner app. I'm responsible for the whole UI design, starting from managing design system to creating app assets (icons and product illustration).



TRAVELOKA

VISUAL DESIGNER
AUG 2018 - JUN 2020

Traveloka is startup that sells travel & lifestyle product and services. I was involved in core platform design team where the team is responsible on how users can discover what products to buy, how users manage their booking, and how to know more about our users from their account profile.



TOKOTALK

SENIOR PRODUCT DESIGNER
MAR 2022 - SEP 2022

TokoTalk is an end-to-end commerce solution to accelerate sellers' exponential growth, with a purpose to empower anyone to sell anywhere, anyhow. I established and managed the design system to be used across product & services. I also in charge of major revamp of their core services to elevate their visual identity.

PLUGO

SENIOR PRODUCT DESIGNER
OCT 2022 - PRESENT

Plugo is platform that helps brands to enable their commerce everywhere by providing end-to-end solution. I'm fully responsible for the whole product design process across products. My biggest achievements for the company are redefining our product illustration guideline, maintaining design system, and building our own omni-channel platform from the ground up iteratively.



Skills & Expertises

SKILLS & EXPERTISES

TOOLS I USE

UX & UI Design

Crafting UI design, conducting usability testing, and documenting user journey.



Prototyping

Enabling user interaction to visualize user experience and to communicate the design better.



Motion Design

Implementing micro-interaction to give delightful feeling and evoke emotional response from users.



Design Research

Designing survey, conducting interview, gathering data & feedbacks to keep improving the product.



Illustration

Crafting illustration to emphasize user communication.



UX Writing

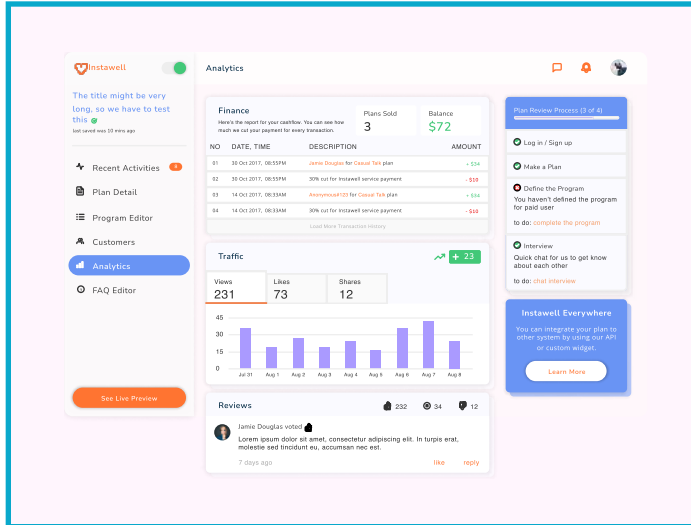
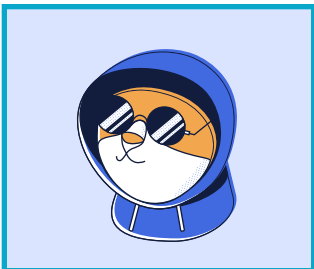
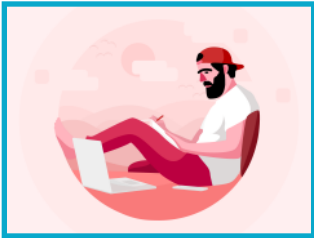
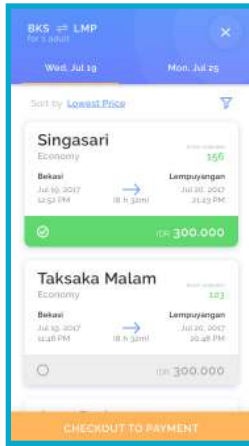
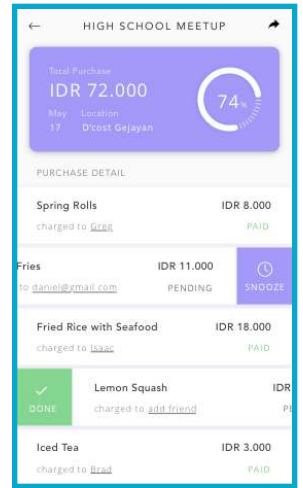
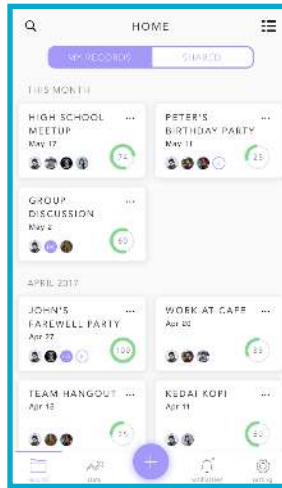
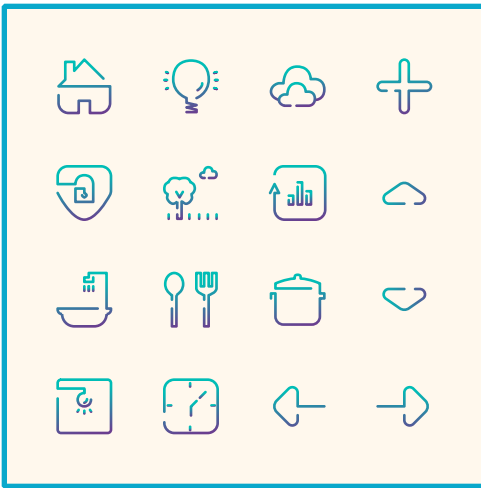
Copywriting, doing translations for Bahasa and English, and documenting the strings.



3D Design

Modelling 3D object to enhance visual on app and web.







CONTACT ME AT

aditrea@hey.com. Let's talk more!!