

EXPERIENCE

Product & Motion Designer

Moxie Method | Palo Alto, CA | Aug 2020 - Jul 2023

- Expanded client base by 12% through offering new services such as UX/UI design, web development, illustration, and animation.
- Collaborated with founders, managers, and developers, overseeing projects and acting as the primary client contact in 20+ clients.
- Streamlined internal wireframing system, boosting team productivity by 2%.
- Produced 10 end-to-end responsive websites, 2 web apps, and 1 mobile app.

Product Designer, Animator, & Illustrator

Wix Playground | New York, NY | Jun 2019 - Aug 2019

Created a landing page for a book launch

- Wireframed, designed, and launched a variant of a landing page for Kali Fajardo-Anstine's book: *Sabrina & Corina*.
- Created illustrations & animations for the website.

Launched NGO site for educating kids in India

- Developed a website to collect donations, volunteer information and raise awareness for Dreams Have No Boundaries.
- Scheduled and led meetings between the team and the client.

SELECTED PROJECTS

Lead Product, Visual, & Motion Designer

MHCI+D at UW | Seattle, WA | Feb 2023 - Aug 2023

Rooted: A mobile app that enriches the experience of student volunteers at the University of Washington Farm.

- Guided team with visual guidelines, design systems, and tailored design tasks for personal growth.
- Established the story and possible impact of the product by creating storyboards using illustrations and photographs.
- Interviewed 5 UW Farm staff and 7 student volunteers to gain a holistic understanding of the current volunteering experience.
- Finalized the branding language, microinteraction animations, and the final product video.

Product, Visual, & Motion Designer

MHCI+D at UW | Seattle, WA | Jan 2023 - Mar 2023

Around the World: A checklist with tactile features providing light and audio feedback whenever children finish their bedtime tasks

- Strategized and managed moving parts to achieve a high level of craft for the final look and feel of our product.
- Collaborated with a diverse team of two UX designers and a software developer.
- Iterated and validated design prototypes by testing on 6 kid users.
- Animated & designed the branding system of the product.

EDUCATION

University of Washington MFA 2023

Master of Human Computer Interaction + Design

Pratt Institute BFA 2020

Communication Design

Pratt Institute AAS 2018

Graphic Design & Illustration

SKILLS

Design

User experience & interface design • Visual design • Wireframes and mockups with **Figma**, **Adobe XD**, & **Photoshop** • Motion design with **After Effects** • Illustration with **Procreate** & **Adobe Illustrator**

Prototyping

Video prototyping using **After Effects** • Responsive web development with **WiX Editor X**

Research

Rapid prototyping for concept evaluation • Generative & evaluative research • In-depth interviews & data analysis

Collaboration

Project management and project lead • Design workshops organizer and speaker • Cross-departmental collaborations with project leads, software engineers, and other designers & animators

Languages

English, Indonesian

AWARDS & COMPETITIONS

WiX Editor X Showroom, 2020

Featured portfolio website

BFA Graduation Awards, 2020

Excellence in Academic Achievement
Pratt Circle Award

AAS Graduation Awards, 2018

Excellence in Academic Achievement