

## About me

Currently working as a Senior UI/UX designer. With background as a graphic designer, and web designer. Have almost nine years of experience as a graphic designer, more than four years as a UX/UI designer and a year as a web designer and digital designer. Currently based in south Jakarta

A passionate-hard worker, fast learner, detail oriented and always curious when it comes to new design trend and new technology. I have been fortunate enough to work with some of the great company with great people in the industry.

## Working Experience

### Bank Neo Commerce

August 2020 - Presents

#### Senior UI/UX Designer

- Responsible for designing, creating and present the idea of a new and improved user interface
- Collaborate with Project Manager and IT team to develop every digital product
- Conduct layout adjustments based on user feedback
- Identify and troubleshoot UX problems (e.g. responsiveness, user flow)
- Develop UI mockups and prototypes that clearly illustrate how sites or any digital product functions and will look like
- Prepare and present rough drafts to internal teams and key stakeholders

### Bank Victoria

August 2019 - July 2020

#### Marketing Communication / Graphic Designer

- Create a design concept which will be present to the stake holder.
- Working together with copywriting team to create social media content such as instagram, YouTube, Facebook and LinkedIn
- Create a simple animation and editing video, for corporate documentation
- Designing all printed materials such as poster, flyers, banner for marketing purposes.
- Maintain and update the company web via CMS.

### OING.PTE.LTD

Feb 2018 - July 2019

#### Graphic Designer & web designer

- Designing the digital banner advertisement for Line Today.
- Designing the UI for the web and app called LISH beauty app.
- Working together with the CTO to create the digital assets for apps and website.
- Designing a logo and presentation for the company.

### Radyatama

Jun 2011 - July 2012

#### Jr.Project Manager & Graphic Designer

- Designing all of the signage for an exhibition.
- Create an invitation for conference and exhibition.
- Responsible for a tenant in an exhibition.
- Coordinate the team of sales promotion during an exhibition.

### Hawacomm








Feb 2011 - Jun 2011

#### Creative Designer

- Provide the client needs for conceptualizing their marketing needs
- Create alternative design based on what the client need.
- Working closely with the design lead to achieve client need.

## Skills






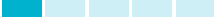
### Design Tools

- Figma 
- Adobe Illustrator 
- Adobe After Effect 
- Adobe Photoshop 
- Lottie Files 
- Sketch App 
- Adobe XD 

### Computer

- HTML 
- CSS 
- Bootstrap 
- CMS (Wordpress) 


## Miscellaneous

- Illustration / storyboard 
- Presentation / Public speaking 
- User interview/ user test 
- Ms. Word / Google Docs 
- Ms. Power Point 
- Ms. Excel 

## See my work at

 <https://www.behance.net/alihidayat1>

## Portfolio on Drive

 <https://drive.google.com/file/d/1gBURuu8VsYpPQ29SjnJmZlmeBdOuPNbg/view?usp=sharing>

## Formal Education

Bachelor of Art in Visual Communication Design

Universitas Trisakti

May 2006 – June 2010