

$\searrow$	alihidayat24@icloud.com
	+62 812 1175 3737

#### 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
- Ocliaborate 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)
- O 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.
- o Working together with copywritting 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

- o Designing the digital banner advertisement for Line Today.
- O 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**

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

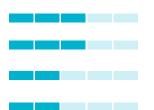
#### **Skills**

## **Design Tools**

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

# Computer

- o HTML
- o CSS
- o Bootstrap
- o CMS (Wordpress)



## **Miscellaneous**

- O Illustration / storyboard
- o User interview/ user test
- Ms. Word / Google Docs
- o Ms. Power Point
- o Ms. Excel

# • Presentation / Public speaking



# See my work at

https://www.madebyhidayat.com

#### **Formal Education**

Bachelor of Art in Visual Communication Design Universitas Trisakti May 2006 - June 2010