

Albertus Pradana / UI & UX Designer / Portfolio

Hello!



Hi, my name is Albertus Pradana. I'm a final year student at Information Engineering, Gadjah Mada University who interested in UI & UX design.

I have passion for creating and delivering meaningful product experience. Therefore I'm interested in developing ideas that prioritizes the experience of user and designing solutions for various problems.

For now I'm looking to join a team where I can make impact through digital product while taking the opportunity to enhance my skills.

For more information, see my CV at bit.ly/CV_Albertus

Curicullum Vitae

Work experiences

- Jul - Oct 2020 Intern at Jakpat.id
Joined UI/UX Team and Front End Team
Responsibilities:
1. Designed switch account section for Jakpat mobile app
2. Designed landing page section for Jakpat.id's website
3. Developed Completed Survey section for Jakpat Lite
- Jan - Mar 2020 Front End Developer Intern at Jakpat.id
Responsibilities:
1. Maintained Synapsis.id's website
2. Developed a Logistics Tracking Information System

Education

- 2017 - now Gadjah Mada University
Major in Information Engineering

Expertise

- Experienced in:
Wireframing
Prototyping
User research
User testing
UX design
Prototyping
Problem solving
- With design tools:
Figma
Adobe XD
Adobe Illustrator

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01. Jakpat

Redesigned landing page to increase conversion rate



02. Navettie

An application that encourages people to use public transportation



03. Hire Me!

A part-time job search platform especially for students



Jakpat

My role

UX Researcher, UI Designer

Practices

User Research, Wireframing

Tools

Figma

Base hypothesis

There are quite a number of features and information that is not properly shown on Jakpat's current website. Therefore there is a lot of unnecessary distraction on the landing page that does not align with the user's goals.

As a result, >50% customer directly call Client Relationship (CR) division when they want to create a new survey.

Goals

- Increase the Jakpat's landing page conversion rate
- Decrease the workload of CR division
- Tidying up & organize the design of Jakpat's landing page design

The approach

I looked for data from researching consumer and CR division experiences as they made new surveys. therefore, I can get what they feel when going through that phase.

The result is that most respondents do not understand the procedures for making surveys. In addition, some recurring customers are used to ordering new surveys via email and WhatsApp. Therefore, the redesign process this time will be in the process of tidying up the landing page to make it more friendly to new customers

Proposed solution

Set single focus/goal, especially in:

1. Header/navigation bar
2. Above the fold
3. Social proof

Proposed solution

1. Header bar

Provide clarity to users

- Clear & organized navigation labels
- Location indicators

2. Above the fold

Help users finish their jobs

- One prominent CTA
(also another one on the top of the footer)
- Few links, few distractions
- Headlines: states what problem we solve
- Use relevant image/illustration
(according to our tagline)

3. Social proof

To convince users to use our services

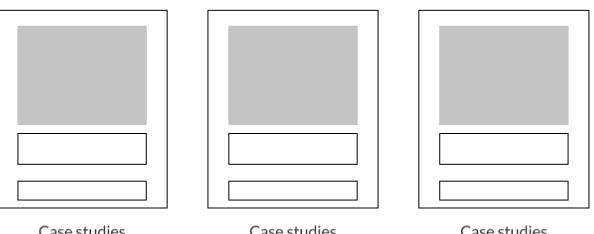
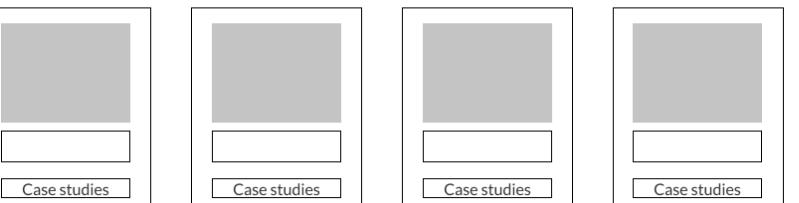
- Clear & concise content (avoid zombie scrolling)
- Inform the solutions we offer
- Highlight the benefits of using our services

Great market research start here

Get real time insight from our mobile respondent in Indonesia

[Get started](#)[Get quotation](#)

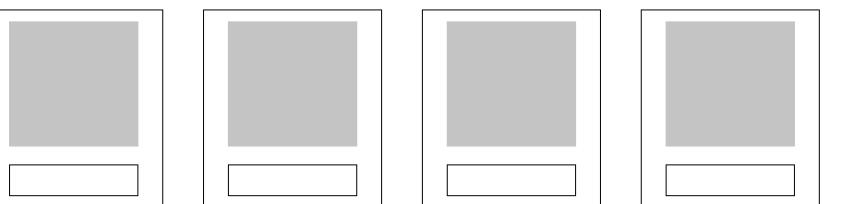
One survey platform for different needs



Case studies Case studies Case studies

Why Jakpat?

Things that differentiate Jakpat from other survey services



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Responden: support@jakpendapat.net



Low-fidelity Design

Get instant data for your business

Get real-time insight from our mobile respondent in Indonesia

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 Faster response with real-time result  Cheaper price  Easier process with pre-template  More accurate result with valid respondents

One survey platform for your business



Brand tracking
Get consumer insight about your brand health and performance biweekly/monthly.

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Market survey
Optimize your market before launching any product. Get feedback based on your consumer.

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Ad test and survey
Find your winning concept for your marketing campaign. Validate your ads and the others.

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Product test
Get consumer feedback for new ideas on your products, services, or features.

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>

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Trusted by over 400 of Indonesia's leading companies










"It was a good experience and satisfying to work with JAKPAT. They were very supportive, customer-oriented, fast response, and gave us excellent service. More importantly, they have a wide range of respondents that are able to meet our request and survey criteria"

Fikri Tegar
Digital Banking Customer Experience Jenius



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Connect with Us






High-fidelity Design

Takeaways

- Proper documentation is a must.
- UX writing is important because it can offer context to users.
- Collaborating with other related divisions can be very helpful to understand users.



Navettie

My role

UI Designer

Practices

Wireframing, Visual Design, Prototyping

Tools

Figma

Problem statement

Jakarta's air quality is one of the worst in Indonesia. Massive use of private vehicles and traffic jams that occur regularly worsen the situation.

In fact, Jakarta has several public transportation services, such as Transjakarta, MRT and LRT. But lack of comfort guarantee causing public reluctance.

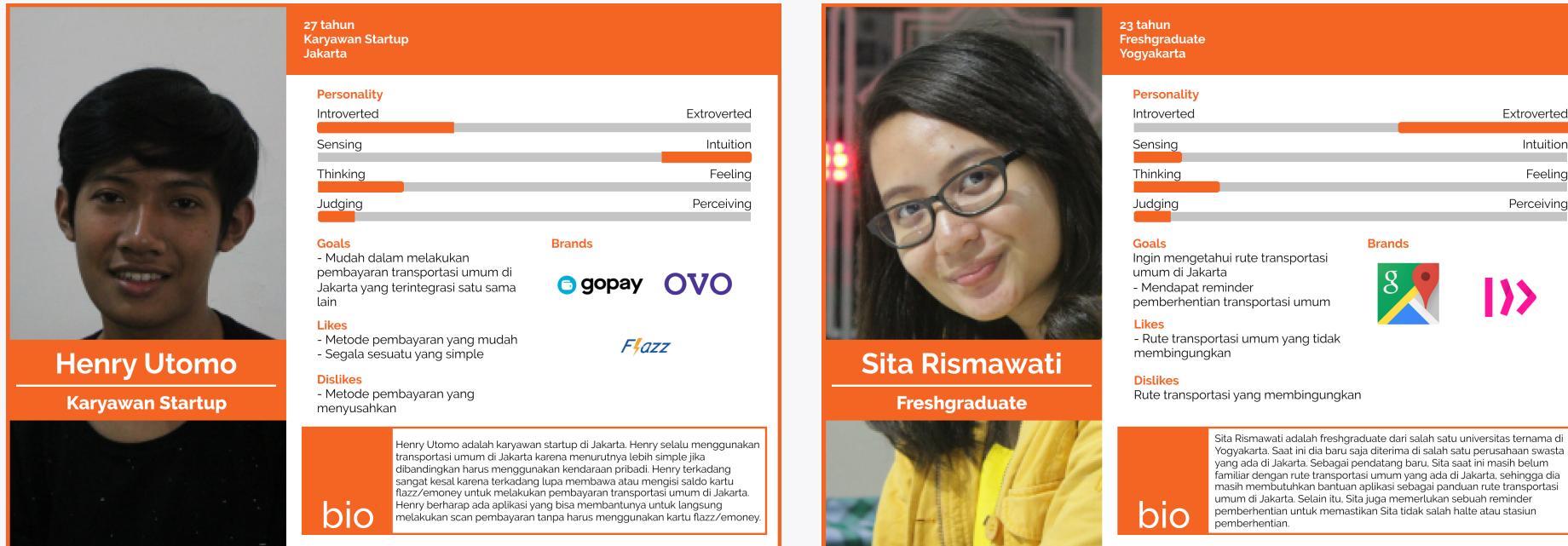
The approach

One of the most important aspects of this project is conducting interviews. Interview help us to understand more deeply about the real situation and understand more about people's mind. Therefore, the interviews we conducted focused on interviewees from Jakarta who were quite familiar with existing public transportation.

Goals

- Increase the use of public transportation
- Increase the revenue of managing company to encourage service quality improvement

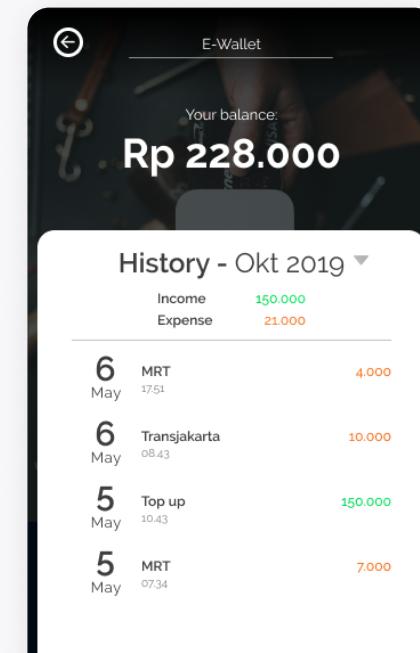
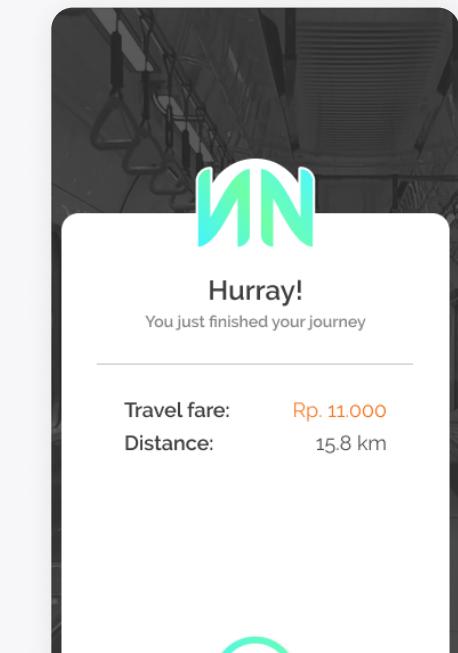
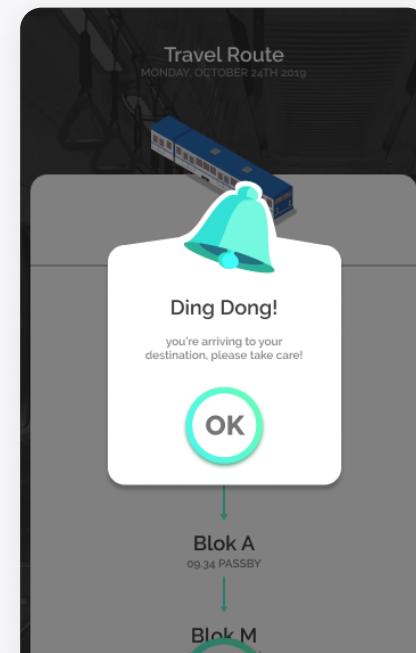
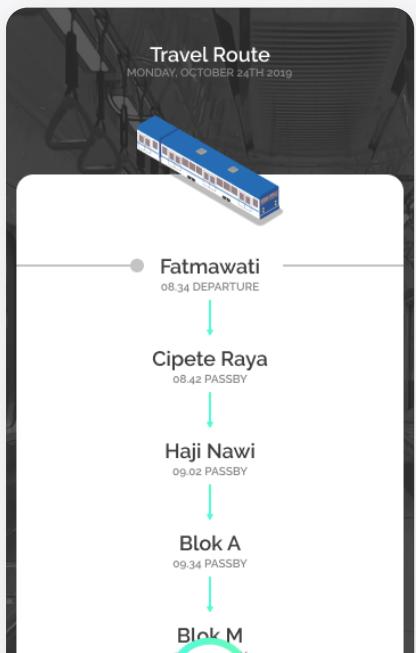
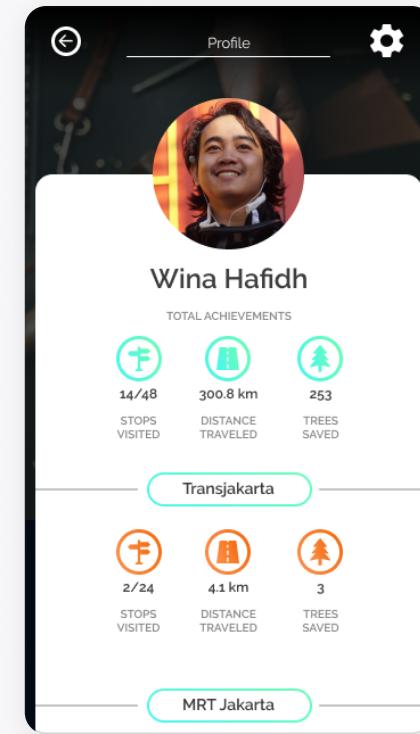
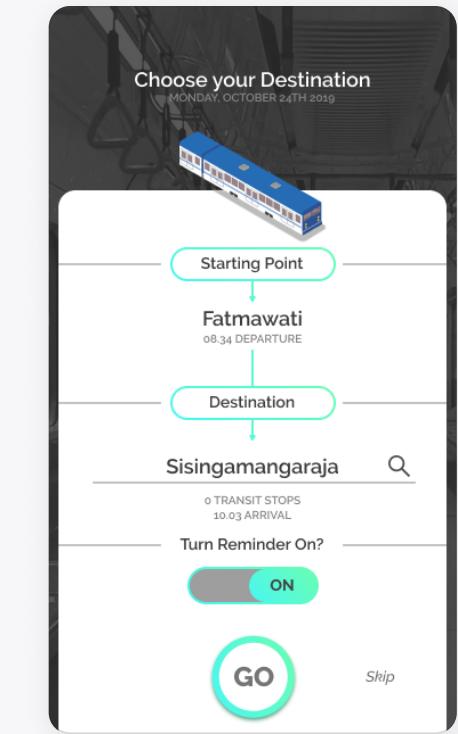
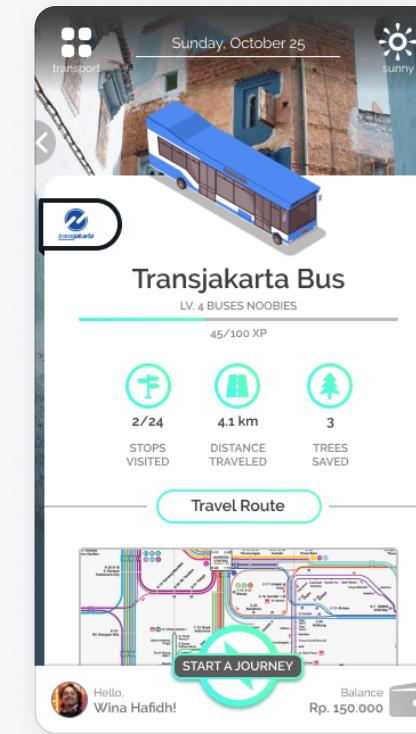
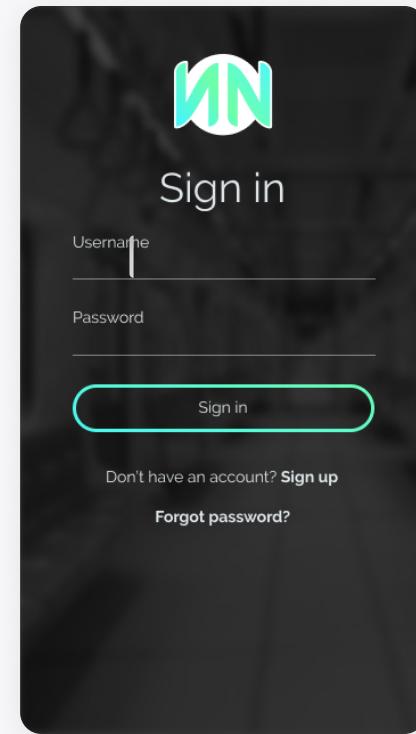
Understanding the Potential Users



The persona we create is a crystallization of the characteristics of respondents as potential users of our products. These personas help us to better understand their condition, which helps us to empathize with our target users.

The first persona describes a group of users who live in Jakarta and who have worked for 2 years in Jakarta. The second persona describes a group of users who are newcomers in Jakarta, like fresh graduates.

High-Fidelity Designs



Takeaways

- Perspective-taking helps you to understand multiple opinions.
- Connecting the dots is important.
- Practices make you better.



HireMe!

My role

UX Researcher, UI Designer

Practices

User Interview, Visual Design, Prototyping

Tools

Figma

Base hypothesis

- Students tend to have a keen interest in part-time jobs
- They need in-depth information on existing part-time job vacancies
- There are difficulties in getting the information they needed

Interviews

In this case, we focus on students' experiences in looking for part-time work. Our questions revolve around their methods and habits of finding information, the difficulties they experience and what form of information they usually seek.

Results

- Most of the respondents have interest in applying part-time jobs
- Social media is one of the biggest sources for job vacancies, unfortunately it is often disorganized
- Some of them want notifications when there are job vacancies that match their interests
- They want the job application process in the application is not too complicated

Understanding the Potential Users

Nasya Mira
Adventurer

22 y.o.
Mahasiswi
Yogyakarta

Personality

	Extroverted	Intuition	Feeling	Perceiving
Introverted	Low	High	Low	High
Sensing	Low	High	Low	High
Thinking	High	Low	High	Low
Judging	Low	High	Low	High

Goals
Mencari pendapatan tambahan

Brands
Medium, Twitter, YouTube, LINE

Likes
Belajar hal-hal baru
Bersosialisasi dengan orang lain

Dislikes
Tidak produktif

Bio
Nasya Mira merupakan seorang Mahasiswi tahun ketiga di salah satu universitas di Yogyakarta. Dalam waktu luangnya, dia kadang mencari pekerjaan sambilan untuk menambah uang sakunya.

Through our conversations and observations during interviews, we were able to create personas to help us empathize with our potential users.

Our personas describe a group of users who want to get extra income between their studies. Apart from money, they also want to add connections, experience and learn new things.

High-Fidelity Designs

The image displays ten high-fidelity UI designs for the HireMe! app, arranged in two rows of five. The designs illustrate the user flow from sign-up to job listing and profile management.

- Row 1:**
 - Sign-up Screen:** Shows the 'HIRE-ME!' logo and a large button to 'Cari pekerjaan impianmu disini!'. Below it are 'Masuk' and 'Google' login buttons, and a 'Belum punya akun? Daftar' link.
 - Confirmation Screen:** Shows a confirmation message: 'Dengan melanjutkan pendaftaran, ini artinya anda telah menyetujui syarat dan ketentuan yang ada.' with 'Batal' and 'Setuju' buttons.
 - Kembali Screen:** Shows a return message 'Kembali' and a list of names: Dyah Permata Octaviana, Barista, Guru privat, Staff Konsultan, Entry Freelancer C., Office Data Entry, and Staff IT Konsultan.
 - Job Listing Screen:** Shows a list of job posts with filters for 'Urutkan berdasarkan' (Tanggal), 'Jenis pekerjaan' (5 telah terpilih), and 'Lokasi' (1 telah terpilih). It includes buttons for 'Batal', 'Simpan', and 'Beranda'.
- Row 2:**
 - Job Detail Screen:** Shows a job listing for 'Barista - Couvee' with details like location (Jl. Kalurang Km 5) and description (Deskripsi pekerjaan: Menyajikan pesanan, menyajikan bahan pendukung operasional, mengecek stok persediaan bahan da..).
 - Message Screen:** Shows a list of messages between 'Pesan' and 'Lamaran' sections. It includes messages from 'Ruangguru' (Selamat pagi, maaf men..) and 'Ganesha Operation' (Untuk saat ini, yang terse..).
 - Profile Processing Screen:** Shows a message from 'Ruangguru' stating 'Ruangguru sedang memproses lamaran anda' and a message from 'Barista' stating 'Maaf, lamaran anda belum berjodoh dengan Couvee'.
 - Profile Screen:** Shows a profile picture of 'Dyah Permata Octaviana' from 'Couvee' in Sleman, Yogyakarta. It includes tabs for 'Riwayat pekerjaan' and 'Data pribadi'.
 - CV Tersimpan Screen:** Shows a list of saved CVs: 'CV_Dyah_Barista' (2 bulan lalu) and 'Guru_2019_Dyah' (5 bulan lalu).

Takeaways

- Broader scope means more challenges.
- Knowing how to ask questions and how to listen well is crucial in interview.
- Persona helps us to remain empathetic to users

Thank you for your time

Looking forward to collaborate with you!

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