

# Portfolio

**Albertus Pradana**  
UI Designer

# Hi!



I am **Albertus Pradana**, a final year Information Engineering student at Gadjah Mada University.

I believe design should be easy and elegant, so that makes everyone's life easier and beautiful.

I have a strong passion for science and technology, and currently seeking opportunities to improve my skills for continuous improvement.

For any inquiries, please contact [pradanaalbertus@gmail.com](mailto:pradanaalbertus@gmail.com).

# Curicullum Vitae

## Education

2017 - present      Gadjah Mada University  
Major in Information Engineering  
Expected graduation: July 2021

## Skills

Wireframing  
Prototyping  
User research  
Usability testing  
Design thinking

Figma  
Adobe XD  
Adobe Illustrator

## Experiences

- |                |   |
|----------------|---|
| Jan - Apr 2021 | UI/UX Designer Freelance at Pazel.id<br>Responsible for designing Pazel Cloud, an internal information system to support Pazel.id's business operations   |
| Jul - Oct 2020 | UI/UX Designer Intern at Jakpat.id <ul style="list-style-type: none"><li>- Responsible for improving the user experience of Jakpat's authentication mechanism</li><li>- Redesigned landing page of Jakpat.id's website</li><li>- Contribute on ideation process and weekly discussion with developers, PM and other designers</li></ul> |
| Jan - Mar 2020 | Front End Developer Intern at Jakpat.id <ul style="list-style-type: none"><li>- Responsible for developing Logistics Tracking Information System</li><li>- Maintained Synapsis.id's website</li></ul>   |

# Contents



## Jakpat

Redesigned landing page to increase conversion rate



## Navettie

Created a mobile app to encourage people to use public transportation

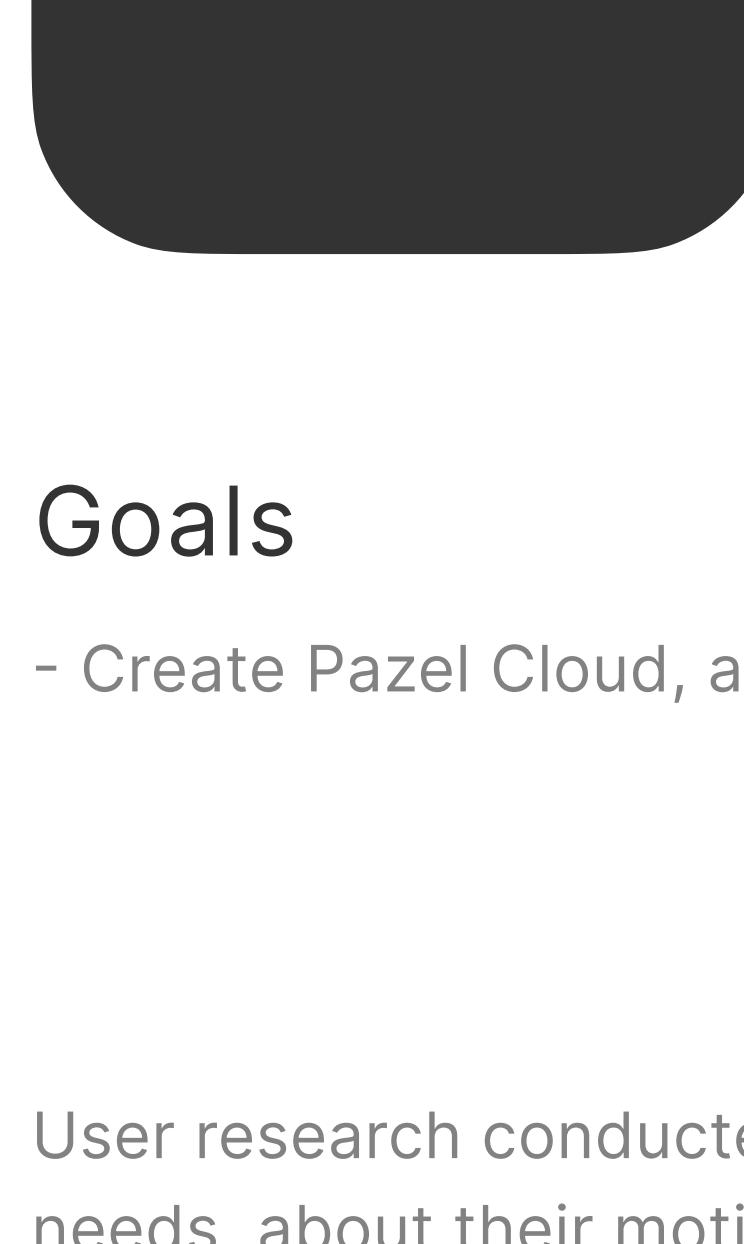


## Pazel Cloud

Created owner and tenant app to assist internal work and administrative processes

# Pazel Cloud (2021)

"How can we bridge culinary brands with customers?"



## About project

Pazel.id is a curated virtual kitchen in Yogyakarta. Their service core is to allow culinary brands to open outlets in strategic locations for an affordable price. Thus, they can sell more food in a closer and cheaper way to customers at a cheaper price, without worrying about any additional costs. As for customers, now they have more culinary options in one place at a more affordable price.

## Goals

- Create Pazel Cloud, all-in-one POS system to support Pazel.id's business

## User research

User research conducted to operational division. I went deep into their current needs, about their motives as well as their expectations of this system. I also discussed with the technology division, about the workflow, the design as well as the needs about the POS system that I will design.

## Results

There are several applications that will be developed in this system, one of which is an application to the cashier, the manager of tenant and the owner of tenant.

## Competitor analysis

Competitor analysis is carried out to study how the postal system works and to cover the needs of its users, especially about benefits and impacts for its users.

## Project specifications

This POS system consists of four interconnected applications:

### 1. Tenant manager app (Android)

This application aims to help tenant managers to manage available menus and incoming orders.

### 2. Tenant owner app (Android)

This application aims to enable tenant managers to view and analyze their tenant sales reports.

### 3. Cashier app (Android)

This application aims to help cashiers to handle customer orders and transactions.

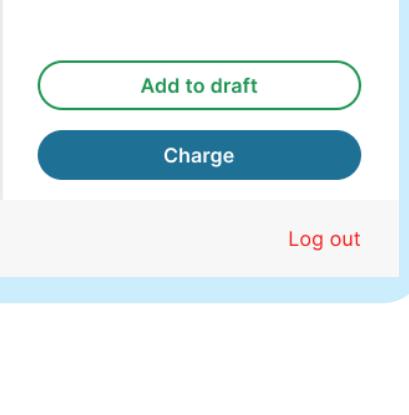
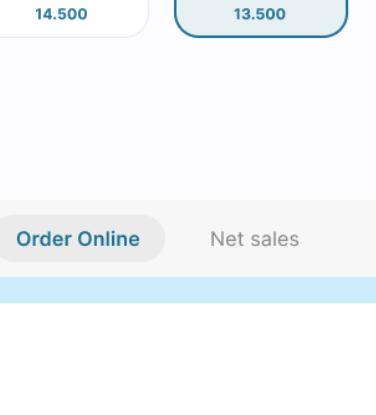
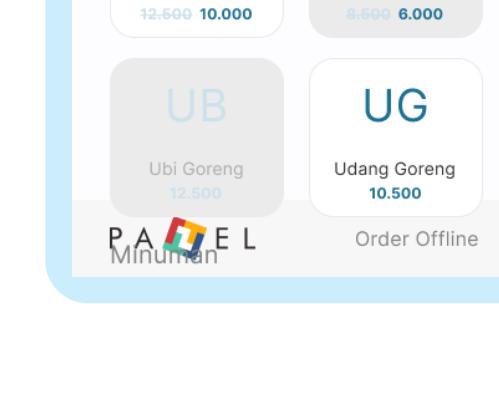
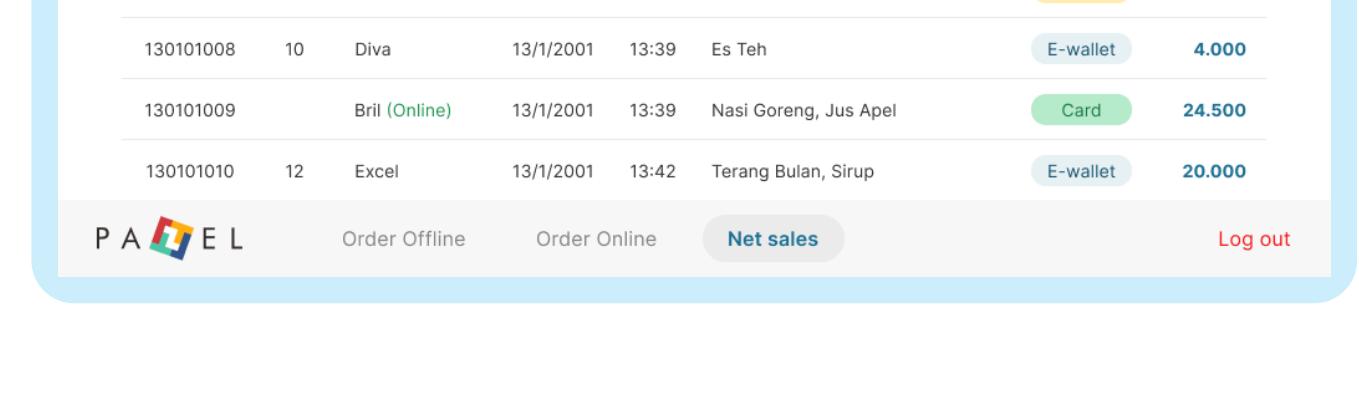
### 4. Backoffice app (website)

This application aims to manage Pazel's internal data.

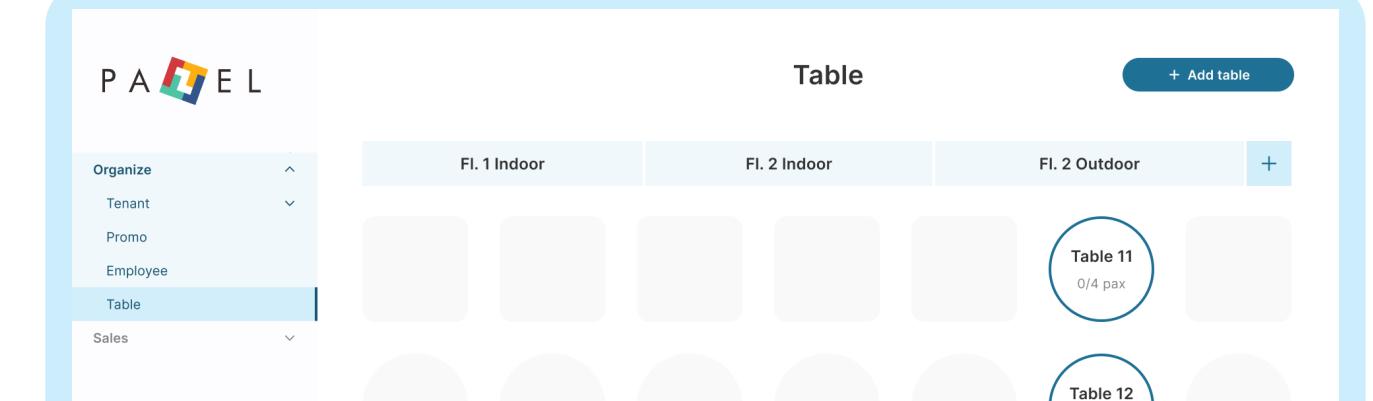
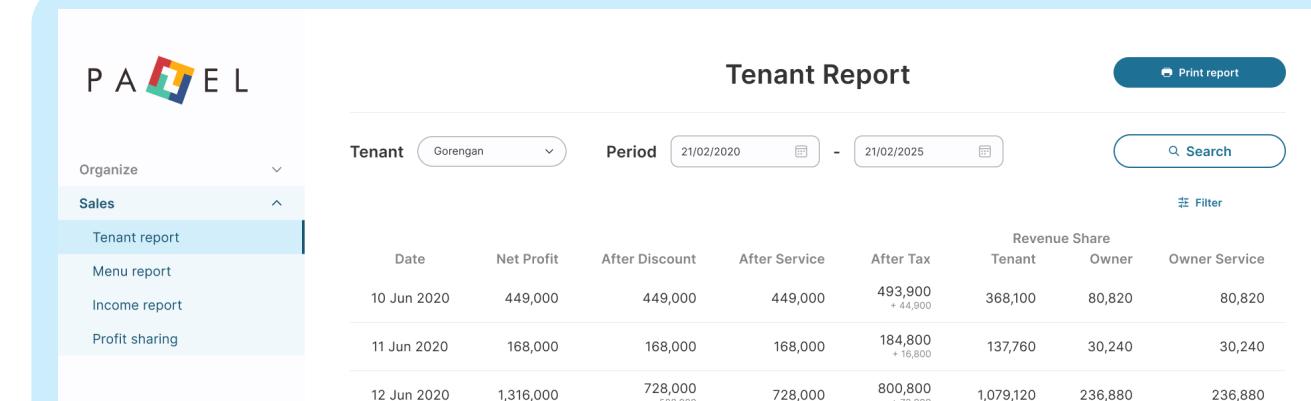
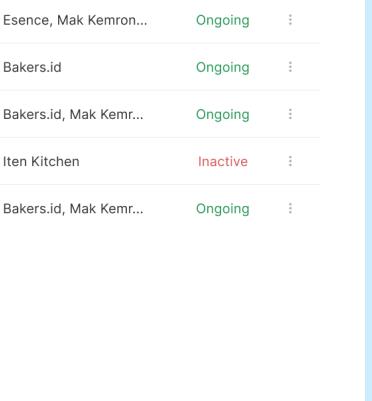
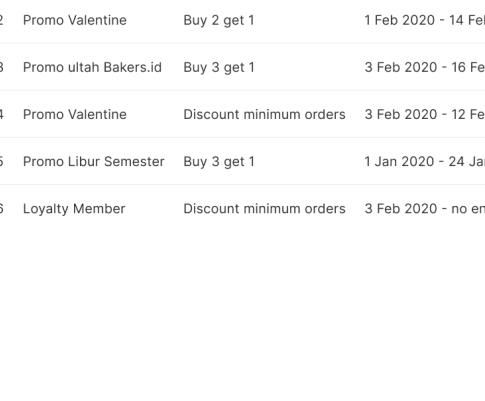
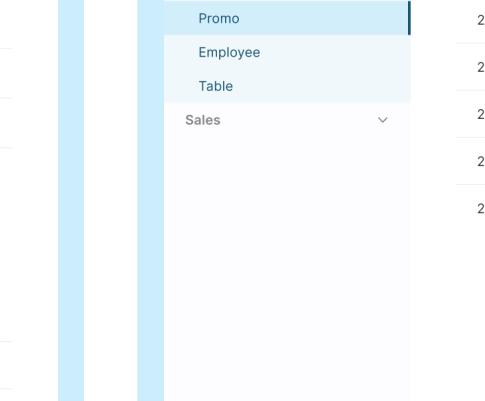
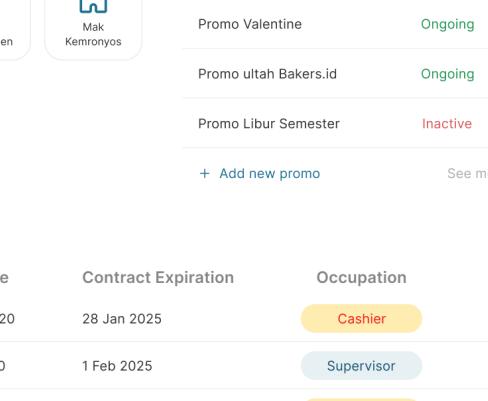
## High-fidelity design

For now, applications that have been designed and ready to be developed are applications for managers and tenant owners

### Cashier app



### Tenant owner app



### Cashier app

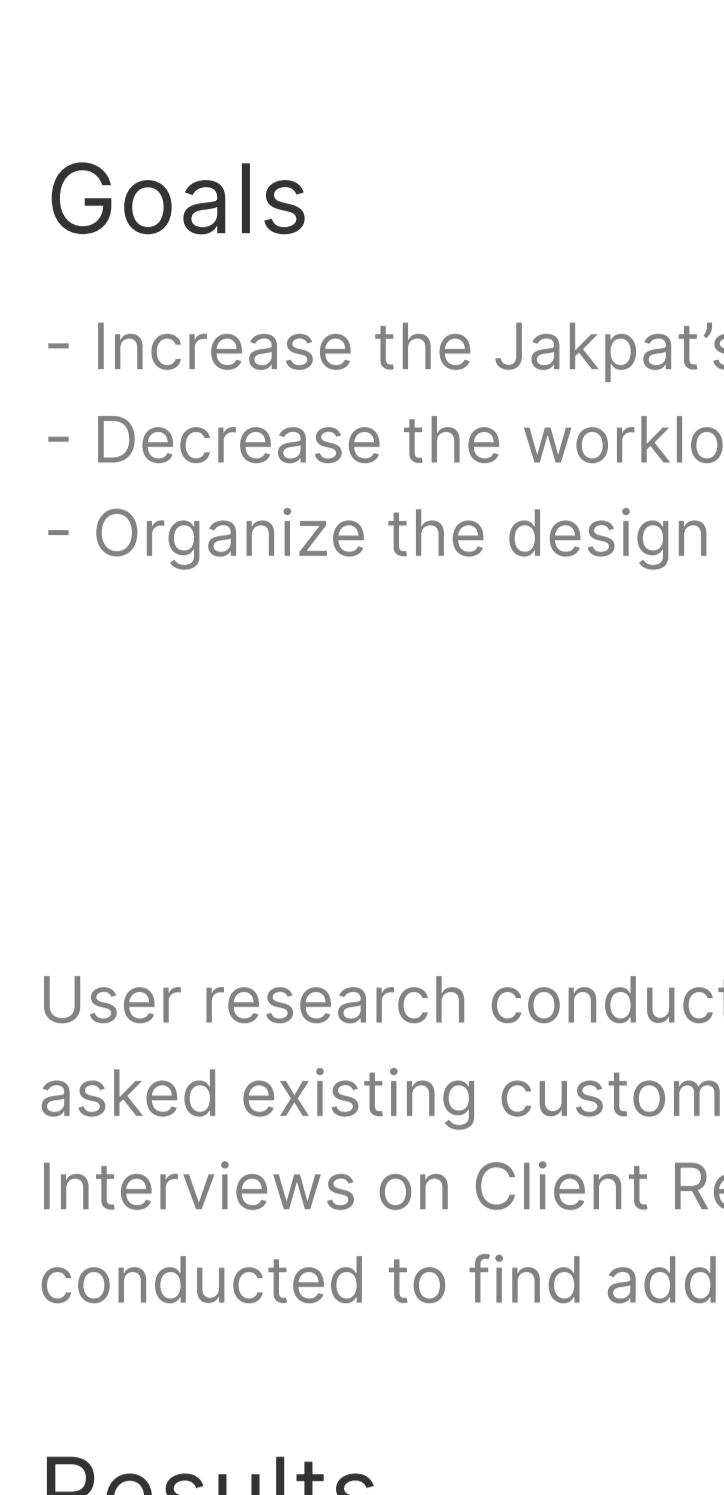


### Backoffice app



# Jakpat Landing Page Redesign (2020)

"How can we improve our landing page to adjust with our users' needs?"



## Why?

There are quite number of features and information that isn't shown properly on Jakpat current landing page. Moreover, there are a lot of unnecessary elements that does not align with the user's goals.

As a result, the majority of customers directly contacted the Client Relationship division to create a new survey.

## Goals

- Increase the Jakpat's landing page conversion rate, especially for new customer
- Decrease the workload of Client Relationship division
- Organize the design of Jakpat landing page

## User research

User research conducted to existing customer and Client Relationship division. I asked existing customer about their experience, how do they create surveys, etc. Interviews on Client Relationship division (as closest employee to our customers) conducted to find additional data about customer difficulties when creating survey.

## Results

I found that majority of customer do not understand the procedures for making surveys through our landing page. In addition, some recurring customers are used to ordering new surveys via email and WhatsApp.

## Competitor analysis

Competitor analysis conducted to find out and explore how the competitors' approaches their potential customers.

## Design directions

Organizing the landing page

Decreasing learning curve for new customer

## Proposed solution

My solution is to redesign the landing page, which is divided into 3 focuses on certain parts:

### 1. Header

Provide clarity to our user:

1. Clear and organized navigation labels
2. Location indicators

### 2. Above the fold

Help user finish their jobs:

1. One prominent CTA (also another one on the top of the footer)
2. Few distractions
3. Headlines: states our value proposition
4. Use relevant image/illustration (according to our tagline)

### 3. Social proof

Convince users to use our services:

1. Clear & concise content (avoid zombie scrolling)
2. Inform the details of our solutions
3. Highlight the benefits from using our services

## Low-fidelity wireframes

A low-fidelity wireframe of the Jakpat landing page. It features a header with a logo, navigation links (Services, Plans &amp; Pricing, Contact Us, About Us), and user account options (Log In, Sign Up). Below the header is a large call-to-action button with the text "Great market research start here". A sub-headline "Get real time insight from our mobile respondent in Indonesia" is displayed above two buttons: "Get started" and "Get quotation". To the right is a large, empty placeholder area. Below this section is a heading "One survey platform for different needs" followed by four placeholder boxes, each containing a "Case studies" button. Further down is a section titled "Why Jakpat?" with a sub-headline "Things that differentiate Jakpat from other survey services". This is followed by four more placeholder boxes. At the bottom is a section titled "Trusted by over 400 of Indonesia's leading companies" with a horizontal scrollable list of company logos. A central call-to-action button "Create your first survey" is positioned at the bottom center, with a link "or get quotation to calculate price".

Create your first survey

or get quotation to calculate price

The final result of the Jakpat landing page redesign. The layout is clean and modern. The header includes the Jakpat logo, navigation links, and user account options. The main headline "Get instant data for your business" is prominently displayed with a sub-headline "Get real-time insight from our mobile respondent in Indonesia". Below this are two buttons: "Get started" and "Get quotation". A callout box highlights features: "Faster response with real-time result", "Cheaper price", "Easier process with pre-template", and "More accurate result with valid respondents". A section titled "One survey platform for your business" features four cards: "Brand tracking", "Market survey", "Ad test and survey", and "Product test", each with a "Download study case" button. A "see more" link is located at the bottom right of this section. At the bottom is a section titled "Trusted by over 400 of Indonesia's leading companies" with logos for BNI, kao, TIX ID, Dentsu, SHARP, and BCG. A testimonial from Fikri Tegar, Digital Banking Customer Experience Jenius, is shown with a quote: "'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 able to meet our request and survey criteria'". A central call-to-action button "Create your first survey" is at the bottom center, with a link "or get quotation to calculate price".

Create your first survey

or get quotation to calculate price

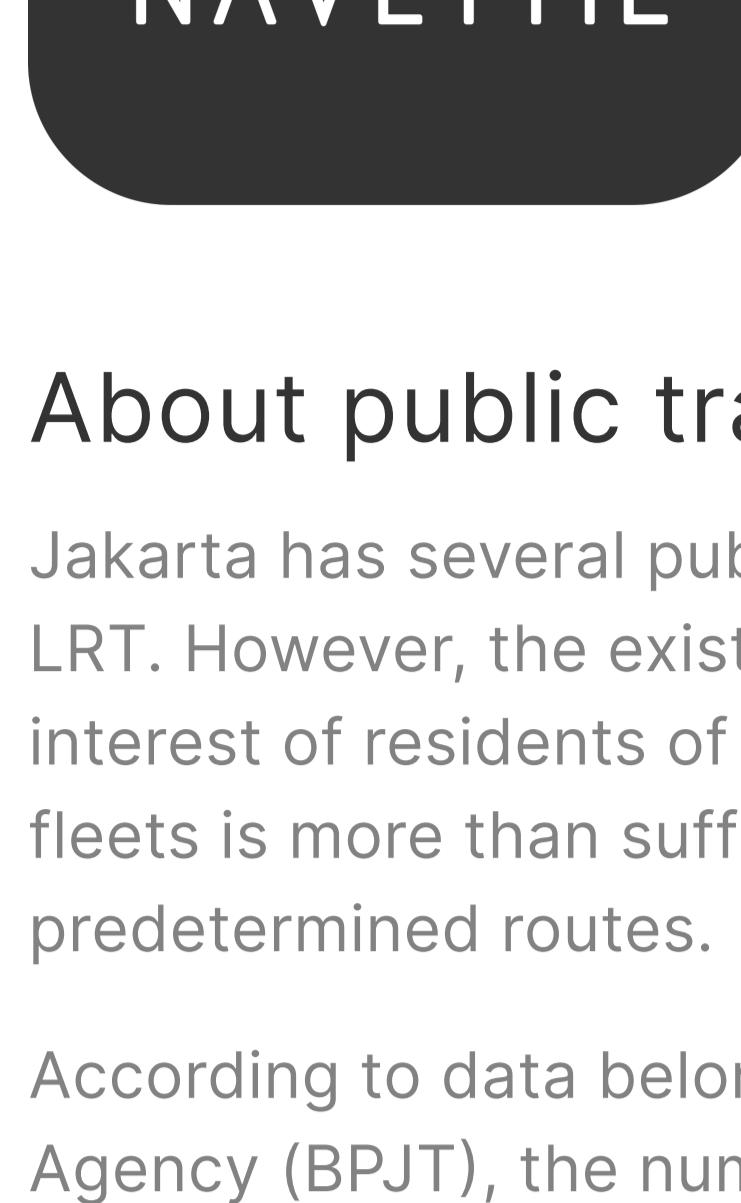
A comparison of four button designs: a blue rounded rectangle with white text, a white rounded rectangle with a blue border and text, a dark grey rounded rectangle with white text, and a light grey rounded rectangle with white text. The text on the buttons includes "0066CC", "fdfdfdf", "333333", and "848484".

Typography

Aa  
Lato

# Navettie (2019)

How can we encourage people to form the habit of using public transportation?



## Why?

Jakarta's air quality is one of the worst in Indonesia. According to data from airvisual.com, the air quality of Jakarta and its surroundings is in the **unhealthy category**. Massive use of private vehicles in Jakarta is the main actor in air pollution. Motorbikes contribute 44.53% of emissions in Jakarta, while private cars contribute 16.11% of emissions.

## About public transportation

Jakarta has several public transportation services, such as Transjakarta, MRT and LRT. However, the existence of this public transportation is still unable to attract the interest of residents of Jakarta and its surroundings, even though the number of fleets is more than sufficient, has a fixed schedule, and works according to predetermined routes.

According to data belonging to the Jabodetabek Transportation Management Agency (BPJT), the number of public transportation users in Jakarta and its surroundings in 2019 has only reached 8.8%. This figure has not been able to meet the target for the development of public transportation use in 2019 which is 40%.

## Goals

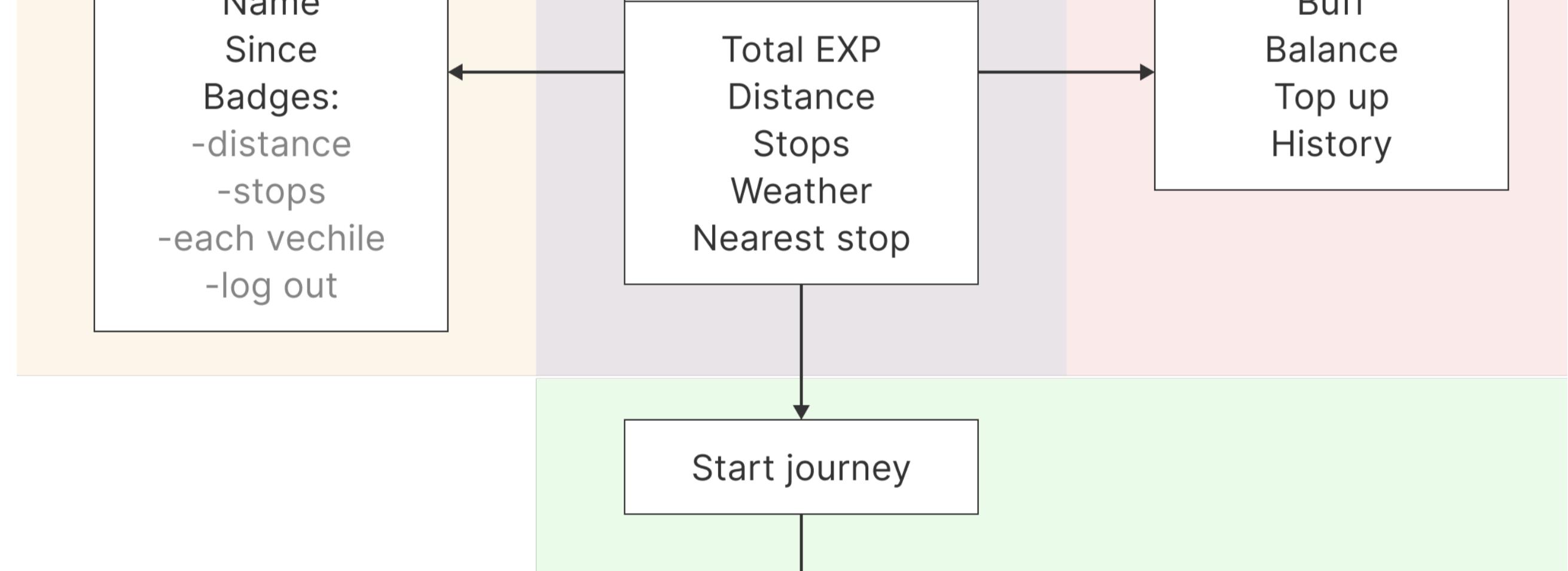
- Increase the use of public transportation
- Provide comfort guarantee when using public transportation

## User research

User research conducted by doing interview. The selected interviewees are students from Jakarta who were quite familiar with existing public transportation.

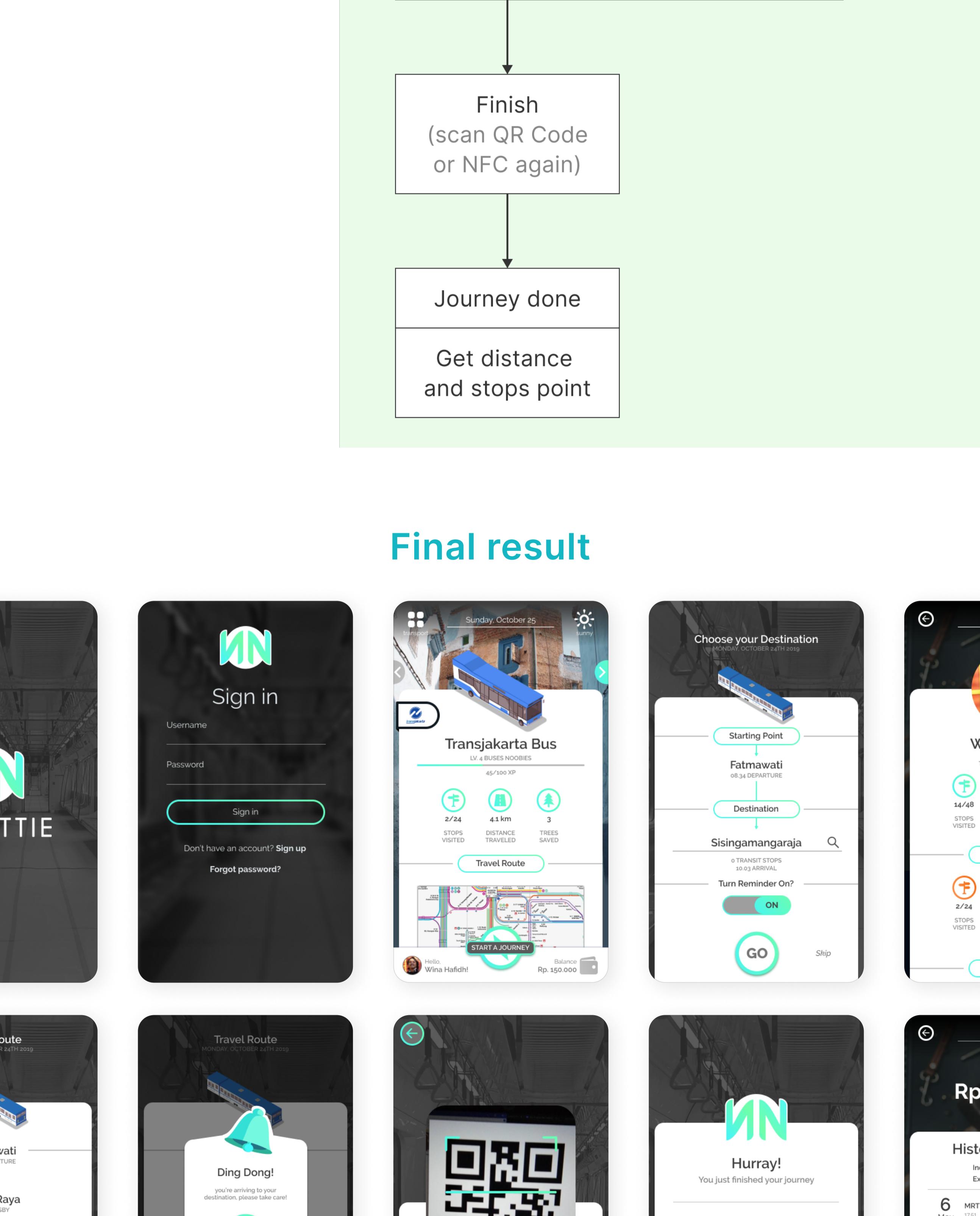
## User persona

The interviews conducted gave us insight into what difficulties users experience while using public transportation services. The user persona was created as a crystallization of the interview results, to help us integrate the main features of Navettie.



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.

## User flow



## Final result



# Thank you for your time

Looking forward to collaborate with you!

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 [linkedin.com/in/albertuspradana](https://linkedin.com/in/albertuspradana)