

Albertus Pradana / UI & UX Designer / Portfolio

Introduction



Hello! My name is Albertus Pradana, a final year student at Information Engineering, Gadjah Mada University.

As a designer, I'm passionate about creating and delivering meaningful product experience. Therefore I'm interested in developing ideas based on user experience 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

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An application that encourages people to use public transportation



02. Hire Me!

A part-time job search platform especially for students



Navettie

My role

UI Designer

Practices

Wireframe, 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.

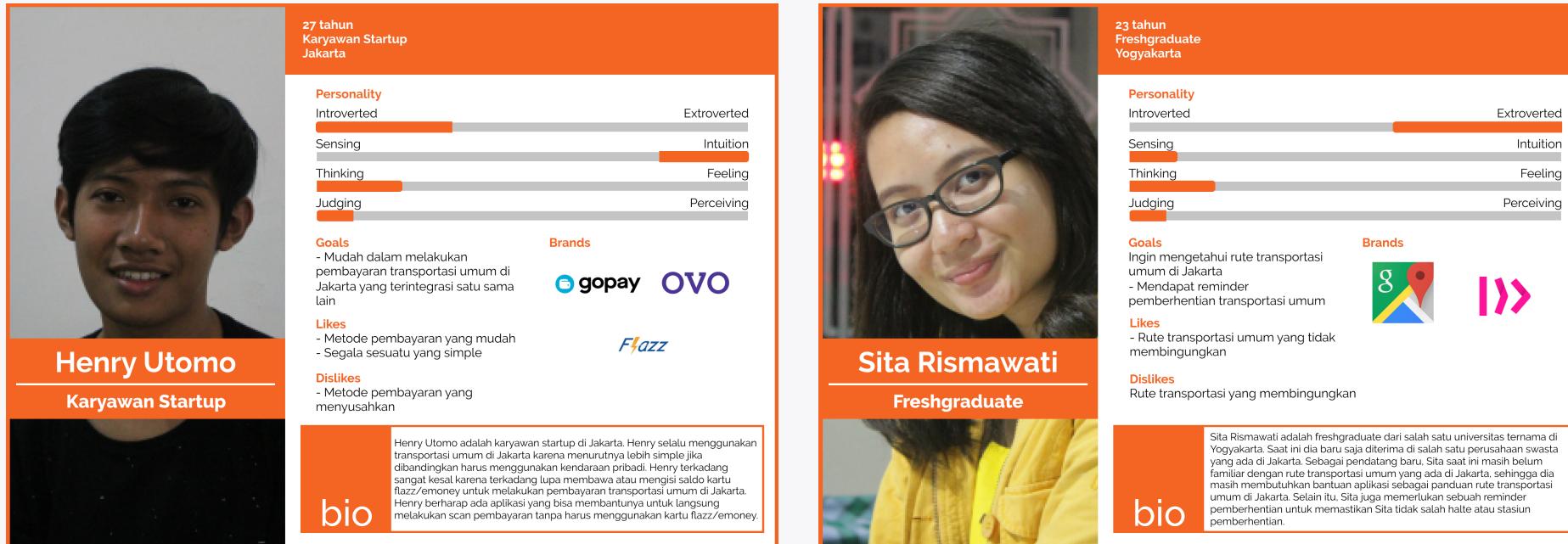
Goals

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

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.

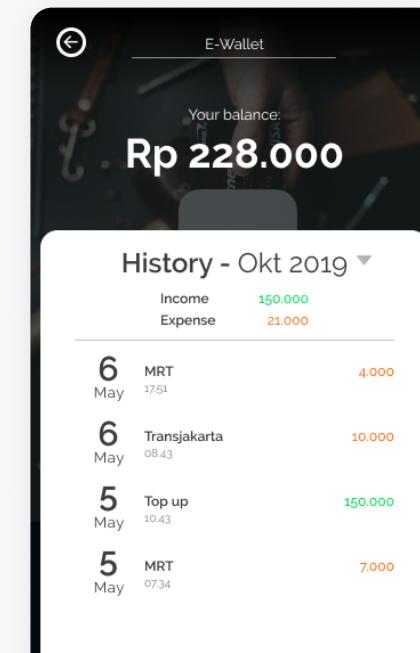
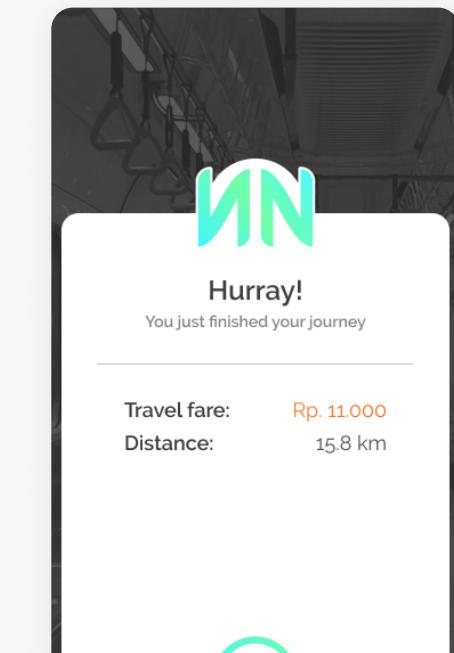
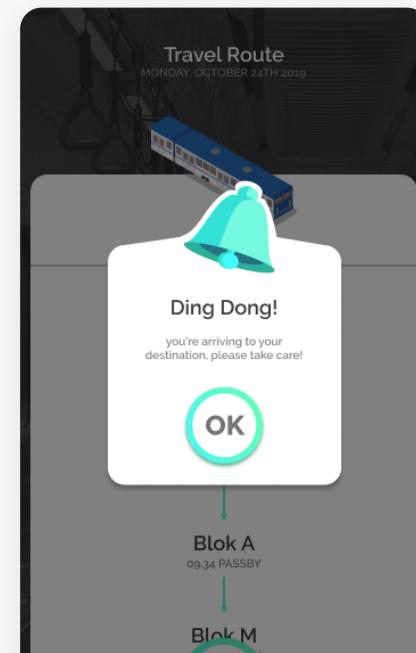
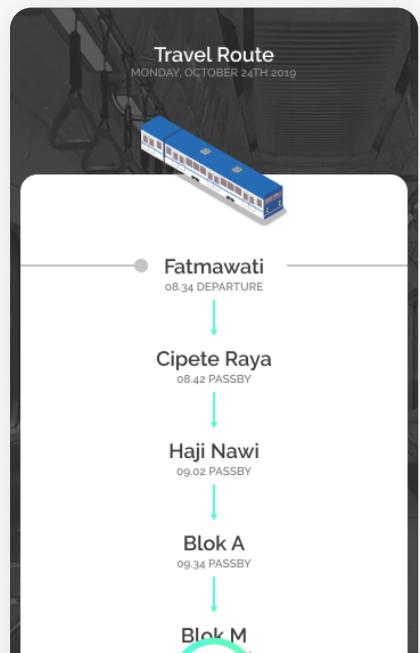
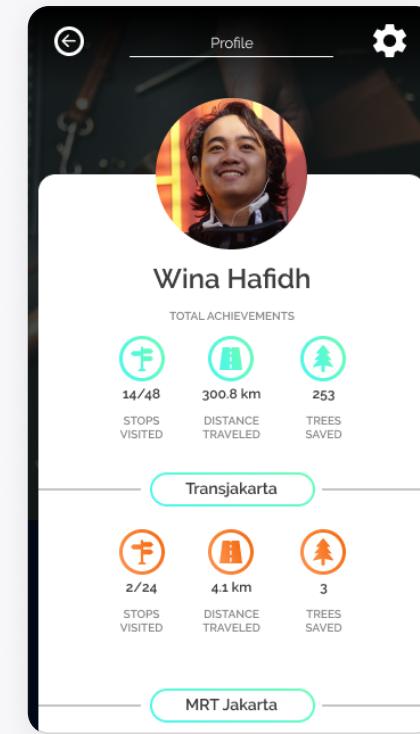
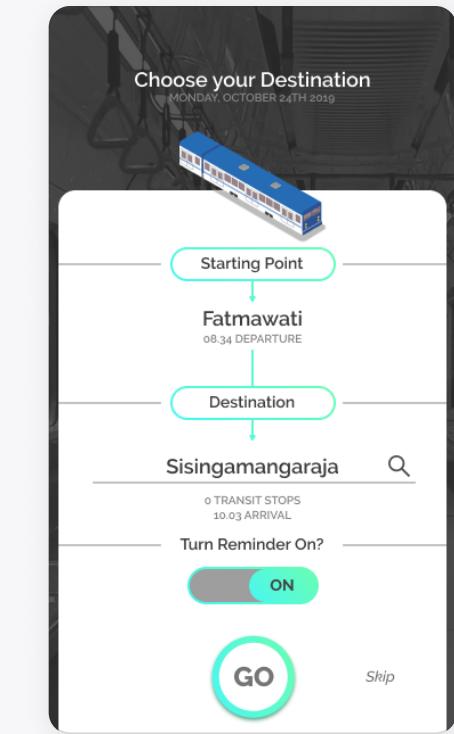
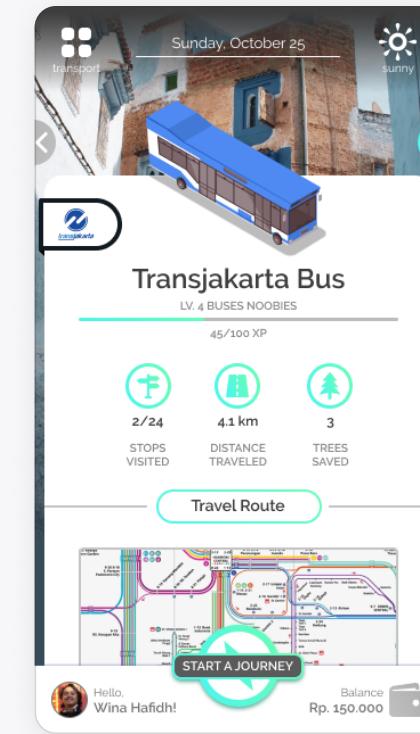
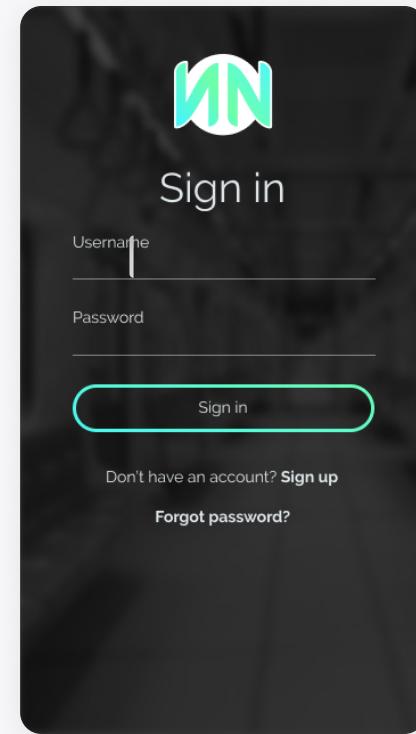
Understanding the Potential Users



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

Our 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

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

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.

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 interface for various features:

- Sign-up Screen:** Shows the main logo and a large button to "Cari pekerjaan impianmu disini!" (Find your dream job here!). It also includes a "Masuk" button, a Google sign-in button, and a "Daftar" button.
- Confirmation Screen:** A modal window titled "Kembali" asking for confirmation to proceed with registration, featuring a "Setuju" (Agree) button.
- Job Search Screen:** A list of job posts. Each post includes a company logo, job title, company name, and posting date. At the bottom are navigation buttons for "Beranda", "Pemberitahuan", and "Profil".
- Job Details Screen:** Shows a detailed view of a "Barista - Couvee" position. It includes the company logo, name, address, a description mentioning coffee preparation, and a "Lihat selengkapnya" (View more) button. A map is also shown at the bottom.
- Message Screen:** A list of messages. The first message is from "Ruangguru" with a response from "Ganesha Operation". The second message is from "Ruangguru" stating they are processing the application.
- Profile Screen:** Displays a user's profile picture, name ("Dyah Permata Octaviana"), location ("Sleman, Yogyakarta"), and a "Riwayat pekerjaan" (Work history) tab.
- CV Tersimpan Screen:** A list of saved CVs, including "CV_Dyah_Barista" (uploaded 2 months ago) and "Guru_2019_Dyah" (uploaded 5 months ago).

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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