WILLIAM NATAN LIE

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Jakarta

UI/UX Designer with expertise in crafting powerful visual designs and solving complex user needs to create meaningful, high-impact user experiences. Proficient in Figma, conducting user research, designing comprehensive design systems, creating wireframes and high-fidelity prototypes. Focused on enhancing user satisfaction and driving business impact. Experienced in cross-functional with Developers and Project Manager collaboration and constantly learning to stay up-to-date with the latest trends in UI/UX Design.

Work Experiences

PT. Global Solusindo Kompudata - Jakarta   Jun 2025 - Present

UI/UX Designer

- Revamped the Flashklik website as brand to elevate user experience and visual impact while introducing key features such as Careers, Partnership and Blog then successfully implemented the entire platform using WordPress with responsive design best practices
- Created FlashKlik social media posters and videos using Figma, Adobe Photoshop, and CapCut, averaging 1K+ views per post.
- Collaborated with the Head of R&D and developers to ensure smooth design handoff and seamless implementation into production, consistently receiving positive feedback from users and stakeholders for clarity and usability.
- Created end-to-end truck tracking system design for Pelindo (Pelabuhan Indonesia), including mobile UI for drivers, admin dashboards for operations & vendors, and digital signage interface for automated truck and driver data scanning, improving logistics monitoring and real-time tracking efficiency.
- Designed an enterprise-level operational dashboard for Pertamina using UEM (Unified Endpoint Management) Enterprise framework, delivering high-fidelity UI designs in Figma to support system monitoring and enterprise device management needs.
- Collaborated with DevOps, Front-End, and Back-End teams throughout the development lifecycle to ensure technical feasibility, accurate implementation, and alignment between design specifications and system architecture.
- Designed event souvenir product mockups for FlashKlik in collaboration with HP, creating high-quality visual concepts using Adobe Photoshop and Figma, ensuring brand alignment and readiness for production and corporate event use.

PT. Eskalink - Jakarta   Mar 2023 - Sep 2023

UI/UX Designer Internship

- Designed mobile apps and tablet interfaces for PT. Yakult Persada Indonesia as a client in under 3 months using Figma. Created a design system, which improved customer satisfaction and efficiency by 50%.
- Collaborated with Project Managers and Developers to align designs with business goals using JIRA.

PT IMPACTBYTE TEKNOLOGI EDUKASI - SKILVUL   Aug 2022 - Dec 2022

UI/UX Designer Internship

- Designed a gold investment feature for Amartha's mobile app within 2 months, collaborated with a team of 5 and incorporating insights from the challenge partner, delivered a user-friendly and accessible interface.
- Developed gamification elements, increasing potential user engagement by an estimated 20% through interactive features that simplify the investment process.

Education Level

Universitas Kristen Krida Wacana - Jakarta   Jul 2020 - Jan 2024

Bachelor of Information System, 3.93/4.00

Organisational Experience

Badan Eksekutif Mahasiswa FTIK - Jakarta   Sep 2021 - Sep 2022

Head of Publication and Documentation

- Led documentation and publication activities for faculty-level student organizations, managing end-to-end content planning, production, and distribution across social media platforms.

Skills

- **Hard Skills** : Visual Design, A/B Testing, Prototyping, Web Design, Graphic Design, Video Editing, User Research, Information Architeture
- **Soft Skills**: Attention to Detail, Results-Driven, Communication, Critical Thinking, Problem Solving