William Natan Lie

UI/UX Designer

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PROFESSIONAL SUMMARY

Junior UI/UX Designer with expertise in creating engaging and intuitive visual design and user experiences. Proficient in Figma, experienced in conducting user research, designing comprehensive design systems, creating wireframes and high-fidelity prototypes. Focused on enhancing user satisfaction and driving business impact. Collaborative and constantly learning to stay up-to-date with the latest trends in UI/UX Design.

WORK EXPERIENCE

PT. Global Solusindo Kompudata   **Jakarta**
UI/UX Designer   June 2025 - Present

- Redesigned FlashKlik website and Flashklik Mobile Apps, delivering intuitive user experiences and earning strong positive feedback from users.
- Developed branding and marketing assets including business cards and YouTube content designs, boosting brand visibility and engagement.
- Collaborated with mobile developers to implement designs Flashklik seamlessly into production, resulting in a user-friendly experience that received consistent positive feedback from customers for its ease of use.
- Collaborated with the social media team to create engaging content for YouTube and Instagram, effectively driving product awareness and increasing FlashKlik sales performance.

PT. Eskalink   **Jakarta**
UI/UX Designer (Intern)   March 2023 - September 2023

- Designed mobile apps and tablet interfaces for consumer goods company 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.
- Designed the company products in website and mobile dimension under 2 months, improved company user efficiency by 50%.
- Conceptualized logos for Intergrated Distributor System and Sales Force Automation as a company products in less than 2 weeks.

PT. SKILVUL   **Jakarta**
UI/UX Designer (Intern)   August 2022 - December 2022

- 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.
- Created detailed wireframes, user flows, and high-fidelity prototypes in Figma, ensuring alignment with Amartha's branding and usability standards.
- Presented the final design to mentors and stakeholders, receiving positive feedback for delivering a scalable and user-focused solution that supports financial literacy and rural women's welfare.

SKILLS

Hard Skills: Visual Design, A/B Testing, User Research, Front-end Development, Graphic Design, Video Editing
Soft Skills: Attention to Detail, Results-Driven, Communication, Continuous Improvement, Critical Thinking, Problem Solving

EDUCATION

- Bachelor of Information System, Universitas Kristen Krida Wacana, Jakarta, 2020-2024

ORGANISATIONAL EXPERIENCE

- BEM Fakultas Teknik dan Ilmu Komputer, Publication and Documentation, UKRIDA, 2021-2022