



WILLIAM NATAN LIE

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Jakarta | 12 April 2002

A fresh graduate in Information System and creative UI/UX Designer with internship experience in delivering mobile and website interface designs within tight deadlines. Proficient in Figma and design thinking methodologies, demonstrated by leading redesigns that improve user efficiency. Eager to leverage unique skills in user-centered design to enhance product designs and contribute to innovative projects.

Work Experiences

PT. ESKA LINK - Jakarta, Indonesia

Mar 2023 - Sep 2023

UI/UX Designer Internship

- Designed mobile apps and tablet interfaces for consumer goods company client in under 3 months with Figma.
- Led design thinking projects, ensuring quality and timely.
- Collaborated with project managers and developers to align designs with business goals using JIRA.
- Delivered mobile app designs seamlessly implemented into functional products for clients.
- Redesigned the IDS (web) and SFA (mobile) interfaces in under 1 month, improving user efficiency by 50%.
- Conceptualized logos for IDS and SFA products in less than 2 weeks.

PT Impact Byte Teknologi Edukasi

Aug 2022 - Nov 2022

UI/UX Designer Internship

- Led a gold investment app project with a group in under 2 months.
- Collaborated with students from multiple universities and mentors to present the concept online.
- Collaborated with Amarthas as a challenge partner, gaining valuable insights to improve the design process.
- Innovated with gamification features, significantly boosting user interaction and retention.
- Earned 70% positive feedback on Amarthas's Gold Investment redesign
- Applied the Design Thinking methodology and utilized Figma, delivering high-fidelity prototypes in just 6 weeks.

Cendekia Harapan International School - Bali, Indonesia

Nov 2022

UI/UX Speaker (Project Based)

- Taught 30+ students UI/UX and design thinking in a 5-day workshop, ensuring strong learning outcomes.
- Guided students to create unique, user-friendly app designs, showcasing mastery of UI/UX concepts.
- Enabled students to successfully apply and demonstrate their designs, reflecting the skills learned.

Education

Universitas Kristen Krida Wacana - Jakarta

Jul 2020 - Feb 2024

Bachelor of Information System, 3.93/4.00

Organisational Experience

BEM Fakultas Teknik dan Ilmu Komputer

Jul 2021 - Jul 2022

Publication and Documentation

- Organized a mobile e-sports event for 50+ participants, fostering interdepartmental collaboration and boosting student engagement by 50%, as measured by event participation feedback.
- Increased Instagram following from 0 to 100+ within 8 weeks by delivering 3 engaging and targeted posts weekly, achieving a 50% engagement rate growth.

Skills

- **Soft Skills:** Effective Communication, Time Management, Problem Solving, Creative Thinking
- **Hard Skills:** Figma, Sketch, Adobe XD, Adobe Illustrator, HTML & CSS, Visual Design, Responsive Design
- **Languages:** Bahasa Indonesia, English, Mandarin