YOSIE OCTAVIA

UX DESIGNER

CONTACT

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UX designer with a background in HR and a Master's degree in Psychology. Experienced in end-to-end process in UX Design and Research: user interview & survey, competitive analysis, persona, information architecture, all the way up to design handover to the developers. Proficient in design tools such as in Figma, some Adobe C-Suite incl. XD and Illustrator, Balsamiq, UsabilityHub and Miro.

EDUCATION

UX Design, Vocational Diploma
Hyper Island
2020-2021

Psychology, Master Degree
University of Indonesia
2008-2010

UX SKILLS

User Research
Information Architecture
Persona
Project Management
Wireframing & Prototyping
Journey Mapping
Usability Testing

TOOLS

Figma
Balsamiq
Adobe XD
Illustrator
Photoshop
InDesign
HTML5/CSS3

EXPERIENCE

JUNIOR PRODUCT DESIGNER

BlueCall (Sweden) | Feb - Dec 2021

- Improve user experience in the app to increase user activation. The app got 57% more users in the first 30 days since the new features I designed were launched.
- Plan and conduct user research and usability testing, present the result to the stakeholders and adjust the prototype accordingly.
- Collaborate with stakeholders to further enhance the user experience.

DIGITAL CONTENT CREATOR

Pink Programming (Sweden) | 2019-2020

- Responsible for creating and publishing marketing content, and responded to followers on the company's social media accounts.
- Designed and created webpage on Pink's website, and performed email marketing for the Summer Camps 2020 project.

HR CONSULTANT

Bisnode (Sweden) | 2018-2019

- Supporting HR Department on Global level pertaining systems e.g. HRIS, LMS, Performance Management and Employee Engagement systems among other things.
- Important contributions: employer branding setup and content provision for the Preboarding Portal, HRIS setup for Internal Communications and Talent Plan, pioneered monthly webinars on Bisnode's LMS