

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

Psychology, Bachelor Degree
Airlangga University
2002-2007

UX SKILLS

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

TOOLS

- Figma
- Balsamiq
- HTML5 and CSS3
- Adobe XD
- Illustrator
- Photoshop
- InDesign
- UsabilityHub
- Maze
- Miro
- Jira

EXPERIENCE

JUNIOR PRODUCT DESIGNER

BlueCall (Sweden) | Feb 2021 - present

- 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

SABBATICAL

2017-2018

Following my relocation to Sweden, I studied and completed Swedish language courses up to SVA2 level (the second highest level). I also did some volunteer work and took Civic Orientation course to have a better comprehension of Swedish society and culture.

TRAINING & DEVELOPMENT ASSOCIATE MANAGER

Colliers International (Indonesia) | 2015-2017

LEARNING & DEVELOPMENT SPECIALIST

Zurich Insurance Indonesia (Indonesia) | 2013-2015

PEOPLE DEVELOPMENT OFFICER

Indonesia Stock Exchange (Indonesia) | 2011-2012

RECRUITER

PT Darya - Varia Laboratoria (Indonesia) | 2010-2011