



Abraham Wongso Resume

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Summary

5 years experience in Digital Customer Experience and User Experience for a large national organisation, in end to end delivery of digital products and platforms, crafting digital journeys and user experience, digital production and content management.

- CX/UX/UI works for one of the most well recognised and trusted national brands in Australia.
- Agility and leadership in enabling team and stakeholders to launch high value digital projects in multiple roles and different industries, delivering real dollar values for the business.
- Strong knowledge and experience in multiple domains for end to end delivery of digital projects, starting from research to design and delivery across UX, UI and Front end.
- Proactive and positive collaboration with cross functional teams and comfortable engaging both technical and non-technical stakeholders.
- Passionate for customer UX and Front End technologies.

Proficiency

Digital Marketing

- Digital marketing strategies
- Social media marketing
- SEO and SEM, Google Analytics
- Lead generation and inbound sales development
- Digital production and content management
- Brand governance

UX and UI Design

- Solid understanding of UX and HCD principles
- Highly proficient with Figma
- User research, A/B testing and user testing
- Responsive UI design
- Design system
- Wireframing & prototyping
- WCAG 2.0 Accessibility audit and updates

Front-end Development

- HTML, CSS, Javascript
- React and NextJS
- CMS features and UI development
- Designing component
- Git experience and working in CI/CD environment

Education

Binus University, Jakarta – Bachelor of Computer Science (2002–2006)

RMIT University, Melbourne – Master of Communication Design (2013–2014)

Experience

The Salvation Army Australia (2019 - 2024) – Digital Customer Experience Specialist

- Designed and maintained the core digital experience of The Salvation Army's national website with more than 6,000,000 annual page views and 300,000 monthly users.
- Design, accessibility and content governance, servicing key campaigns and stakeholders.
- Delivery of UX research and UX artefacts: user journey, user flow, and customer experience mapping.
- Transforming legacy experience and UX improvements for national awareness and fundraising campaigns with year on year double digit improvements on user engagement metrics.
- A/B testing, hypothesis testing, heat-mapping and ad-hoc UX review to inform decision making.
- Design and development of CMS UI components, micro sites and web pages.
- Regular contribution to production codebase, working with front end and back end developers in a Azure DevOps CI/CD environment.
- Scrum Master certified, actively participating in Agile ceremonies in bi-weekly sprints.

Kuga Electrical (2017-2019) – Digital Designer

- Digital designer responsible for the design and production of digital marketing initiatives.
- Working closely with BDM sales team to build insights on B2B customer segments and integrate the B2B sales pipeline with website user experience, in large scale renewable solar generation projects.
- Designed and launched B2C website resulting in 40% lower cost per lead and \$400,000 revenue in the first month of launch, in saturated and competitive B2C residential solar market.
- Lead and support external developer teams to build and maintain various digital platforms and websites.
- Early adopter of Figma, for SaaS products ideation and UI prototyping.

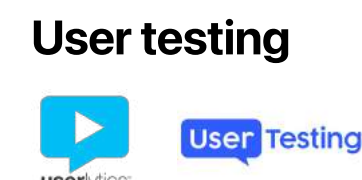
Natvia (2016-2017) – Designer and Content Producer

- Reporting to the Creative Director to design and produce finished arts, print design and digital designs.
- Digital advertising content production and support for Facebook campaign spent and optimisation.
- Tested and developed successful shareable social content strategy for Youtube and Facebook video campaigns, driving revenue growth and adopted as one of the main sales funnel.
- Provided design support and worked directly with external agencies for major ATL advertising campaigns.

Freelance Designer (2014-2015)

- Worked with SMEs and creative agencies to deliver marketing collaterals, print designs and FMCG packaging designs. for multinational clients.

Toolkit



Certifications

- ✓ WCAG 2.0 Accessibility certified
- ✓ Scrum Alliance Scrum Master certified

UX/UI

- UX interview
- UX research, workshop and facilitation
- A/B testing and CRO
- User story, Personas, Empathy mapping
- User flow and user journey mapping
- User testing and usability testing
- Accessibility audit and improvement
- Wireframing
- Low fidelity, High fidelity prototyping
- UI design and Responsive design
- Design system and component libraries
- Interaction and micro interaction design

Front end

- HTML – CSS – JS
- SASS/SCSS
- CSS-in-JS, Styled Component, Emotion
- Tailwind, Shadcn UI
- React
- NextJS

DevOps and Cloud

- Teams, Slack
- Trello, JIRA, Confluence
- Azure Devops
- Fork, Docker
- Git, Github
- Netlify
- Supabase

Agile & Scrum

- Agile ceremonies & facilitation
- Scrum Master certified
- Feature and backlog refinement

BA & PM

- Requirement gathering
- Feature scoping
- Project documentation
- Product roadmap development
- Project estimates

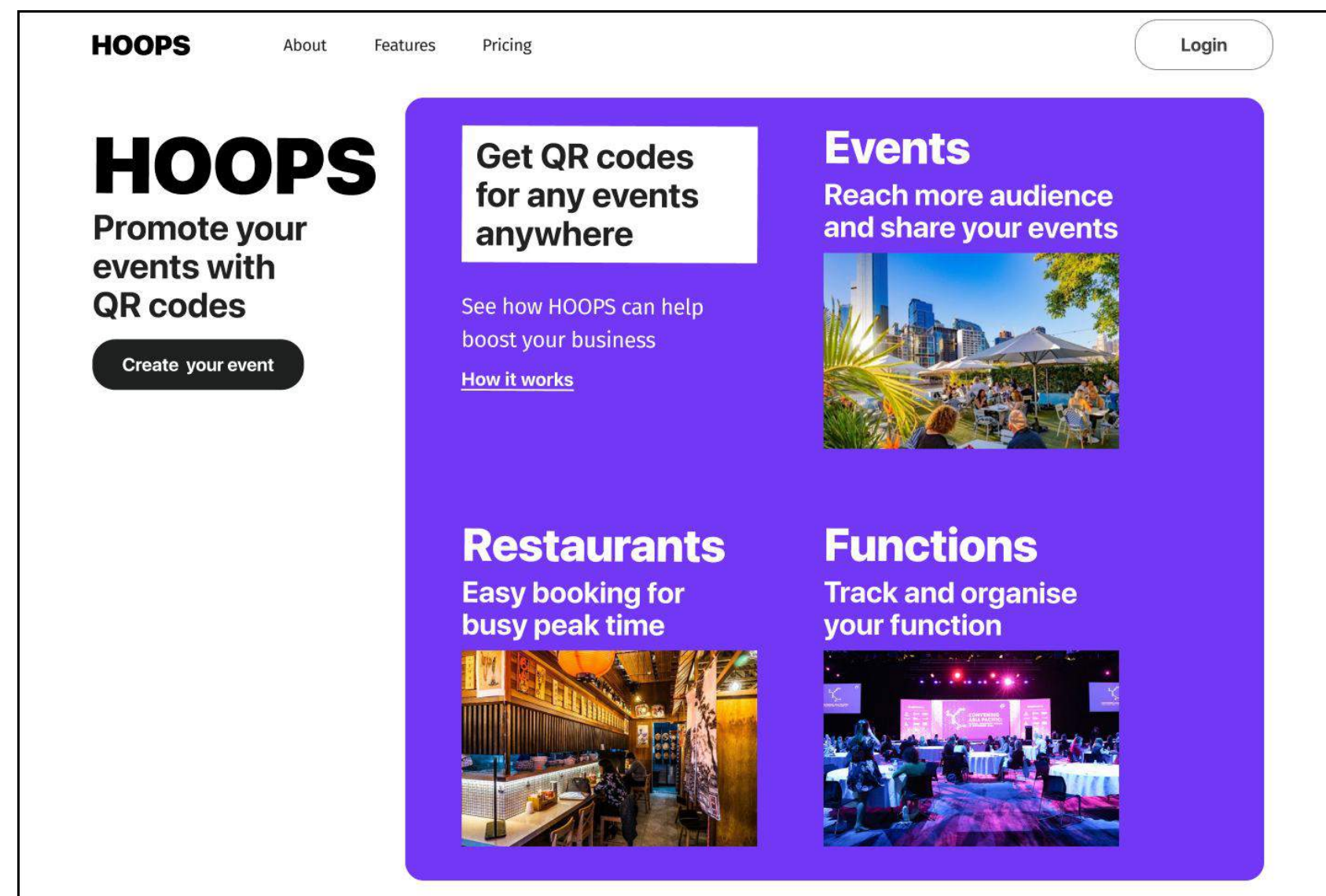
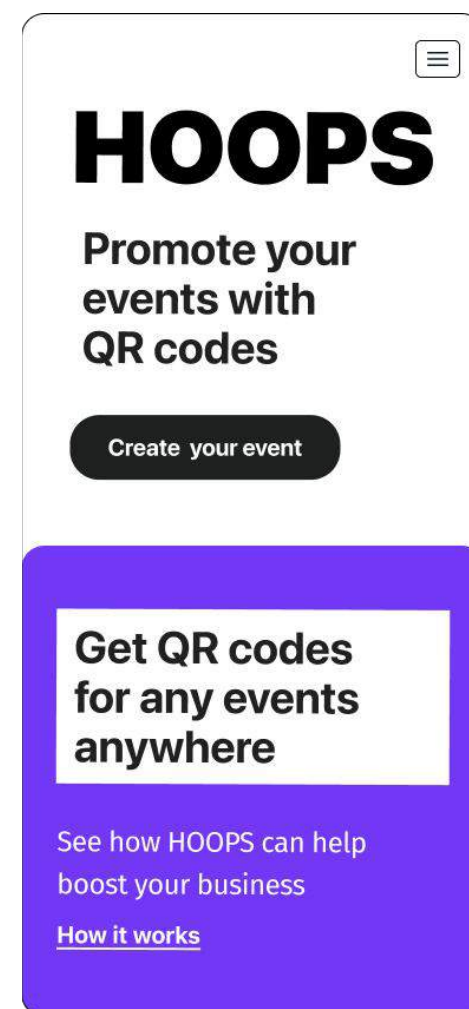
HOOPS - QR Code event management website

HOOPS is a user review, event and venue management app for small and medium business. It is being built on the React/NextJS stack as a web application, with a set of modern web technologies. Users can scan QR codes, book their reservations and review their experience in one go with HOOPS.

[See Figma prototype](#)

or

[Visit HOOPS live site](#)



YesFresh! - Food delivery app prototype

YesFresh is a concept mobile app, combining the features of food delivery platforms like UberEats and Menulog with an option of recurring menu ordering direct from the restaurants, making it easy to plan healthy and delicious meals for the week.

See Figma prototype

