



Adzan Nugraha

I am a Product Designer, currently working at PT. Intikom Berlian Mustika and assigned to the auction and inspection project at the IBID Company. I help companies build better product experiences through research, analysis and empathy. In addition, I assist companies in improving the services provided by collecting some data from analytics and research, and conducting user testing



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Experience

PT. IBID Balai Lelang Serasi • UI/UX Designer

August 2019 - Present

- Improve the end-to-end experience of auction on mobile and website platform by conducting usability reviews, identifying UX issues, and proposing design recommendations for IBID product
- Improve the end-to-end experience of inspection service by conducting usability testing, identifying UX issues, and proposing design recommendations for Astra Car Valuation (ACV) product
- Analyze data using Amplitude, Smartlook, and Google Analytics for evaluation of service improvement on IBID and ACV products
- Conduct product usability testing to ensure that the solutions that have been built can optimally meet their expectations with in-depth interview testing and with tools Maze Testing
- Build a design team workflow to increase efficiency and effectiveness in providing solutions to design problems
- Communicate and implement technical strategies with cross-functional teams (Product Owner, Back-end & Front-end Developer, and Quality Assurance)
- Helps manage the product by providing multiple options to keep the user experience good
- Manage product improvement work to prioritize based on urgency and monitor it for compliance with guidelines
- Build Design System for consistent UI elements and improve efficiency in the work of building design and process for handoff design to developers
- Received the best UI/UX Designer award at the IBID Fun Office event

PT. Indonesia Equipment Center • UI/UX Designer

July 2018 - July 2019

- Manage and developed a product web app for attendance employee on the site, from start to finish (research, design, usability test, and implement) as UX Designer with a team four fellows
- Adjustment of the company profile website to introduce the services offered by the company, measure user interest and understanding and get better results

Skills

Design

UI Design • UX Design • Agile Development • Journey Mapping • Information Architecture • Wireframing • Prototyping • Usability Testing • Data Analysis • Design Thinking

Language

Indonesia • Inggris

Tools

Product Management

Spreadsheet, JIRA, Notion.

Product Analytics

Amplitude, Google Analytics, Smartlook, UXCam.

Product Design

Figma, Zeplin, Sketch, InVision, Adobe XD, MarvelApp, ProtoPie.

Product Collaboration

Miro, Whimsical, Mural, Ms. Teams

Product Testing

Maze Design

Recognition

Digital Talent Scholarship

Kominfo

UI/UX Design Mastery

Education

Telkom University

2014 - 2018 • 3.52 / 4.00

B.C.S Information Technology