STEFANIE ANGELIA

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portfolio.angelahwang.com | Indonesian, Japan work visa holder

SUMMARY OF QUALIFICATION

- 3 years of professional experience in UX/UI design for various devices and platforms
- Strong experience in web development and front-end programming
- Broad knowledge of web analytics and SEO
- International background and network: working with global offices and diverse environment, fluency in English, Japanese, and Indonesian

EXPERIENCE

SERVICE DESIGNER – PERFORM INVESMENT JAPAN
MARCH 2018 - PRESENT

- Localized DAZN as a service in Japan and continuously shipping improvement, including conducting user research, mapping customer journey to planning usability test
- Communicated with product team in UK to understand and interpret project requirements
- Enhanced current interface with compelling contents and graphics
- Transformed wireframes into creative mock-up for wide array of interface such as responsive website, iOS and Android app, Smart TVs, and game console.
- Defined user journey/scenario and edge cases for each projects

FREELANCE UI/UX DESIGNER – VARIOUS CLIENTS
OCTOBER 2017 – FEBRUARY 2018

- Provided advisory services to clients (small-large companies) in user experience, website planning and improvement.
- Provided website analytics and improvement for Sony Japan. Managing analytics and SEO for more than 100 global sites.
- Delivered improvement for JustinCase (insurTech 2nd prize) landing page and iOS applications

LEAD UI/UX DESIGNER – RAKUTEN JAPAN
SEPTEMBER 2015 – SEPTEMBER 2017

- Managed multiple UI/UX projects in Rakuten Pay, made design decisions, and crafted UI/UX guidelines to maintain design consistency.
- Produced wireframes and mock-ups for wide array of websites using Photoshop and Sketch App. Implemented design in HTML5, CSS or JS.
- Cross-functional reviews for any designed product, managing stakeholders' interest and ensuring high-quality deliverables.

Projects
Rakuten Checkout Litepay Portal and Manual

- Reduced maintenance efforts by 50% by merging a mobile and desktop version of site to a single responsive version
- Improved User Experience score to 100/100 according to PageSpeed Insight by initiating responsive design patterns

Litepay Tumblr blog
- Conceptualized, designed and implemented the Tumblr blog
- Reduced maintenance cost by 50% and improved efficiency in development time to less than 2 weeks by creating a minimalistic design framework from scratch that is easily maintainable by other designer/engineers
- Incorporated responsive design to streamline design methodology

Web analytics and UX improvements
- Formulated user patterns based on statistical data from Adobe Analytics such as customer behavior profiles
- Implemented design improvements based on the acquired data and optimized website assets management and improved page load score by 200%
- Implemented layout automated tests with Galen Framework and reduced the manual testing time by over 50% by automated granular layout tests over multiple devices

EDUCATION | **KEIO UNIVERSITY**, JAPAN
MASTER OF MEDIA DESIGN (CUM LAUDE) – GPA 3.91 / 4.4

- Expertise: Media design, design thinking, user-centered design
- **Achievement:**
  - Awarded Bronze Award for paper in 2015 Advance in Computer Entertainment
  - Awarded as People's Choice First Winner for 2015 Augmented Human Student Design Competition
  - Dean list and valedictorian (修士総代) for 2015 graduation

PELITA HARAPAN UNIVERSITY, INDONESIA
BACHELOR OF INFORMATICS (CUM LAUDE) – GPA 3.66 / 4.0

- Expertise: Software engineering, human-computer interaction
- **Achievement:**
  - First winner of Falcon – Flash Game Design Competition

SKILLS | Design: Sketch, Photoshop, Principle, Framer.js, Invision, Zeplin
Programming: HTML, CSS, Jquery, Javascript, PHP, Jenkins, Selenium
Analytics: Adobe Analytics, Google Analytics, Clicktale, Optimizely

LANGUAGE | Indonesian (Native), English (Business), Japanese (Business – N1 preparation)