

# Cipto Hartanto “let’s make their lives exciting again”

## Experience

Winbond Electronics (Tech Design). Taipei, Taiwan

*May 2016 - present*

Full-time, Digital Web Designer

- + Accelerate website creation by architecting code with HTML and Sass.
- + Conduct visual research for rejuvenating e-commerce platform user interfaces.
- + Deliver work before the deadline.
- + Maintain excellent work ethic by performing well as a team player.

Everfriend Co., Ltd. Taipei, Taiwan

*January 2015 - April 2016*

Full-time, Digital Web Designer

- + Solely managed all graphic supplies for advertisement and publication purposes.
- + Successfully photographed all company products with given tools.
- + Collaborated with Taokas Bicycle company as the primary photographer in 2015.
- + Contributed ideas and built the company website with Bootstrap framework and jQuery libraries.

## Education

National Taipei University of Technology. Taipei, Taiwan

*2012-2014*

Master of Arts in Interactive Media Design

**Project:** An investigation of user behavior during smart TV operation to redesign user interface and enhance user experience. This research utilized design thinking methods (collaborative brainstorming) and applied them to create a set of usable, intuitive, and fun user interfaces.

**GPA:** 4.0/4.0

## Publications

- <sup>1</sup> Sheng-Ming Wang, Veronique Bailey & Cipto Hartanto. *Developing Hybrid Internet Broadcast Television User Interface Based on User Experience Design Principle*. IEEE International Conference on Consumer Electronics Taiwan (May 2014).
- <sup>2</sup> Wang, Sheng-Ming & Hartanto, Cipto. *An Observation and Evaluation of Urban Interaction Created by Interactive Digital Signage*. The 7th Conference of International Forum on Urbanism (Oct 2013).
- <sup>3</sup> Sheng-Ming Wang, Cipto Hartanto & Hsu-Young Ho. *Service Design for Multimodal Interaction Development of Hybrid Internet Broadcast TV*. IPR Conference on Computer Vision, Graphics, and Image Processing (Aug 2013).

## Awards

- <sup>1</sup> National Taipei University of Technology (NTUT) *Scholarship* (2012-2014)
- <sup>2</sup> *Best 5 in Taiwan Design Award* (2013 第 32 屆台灣新一代設計獎-數位多媒體類) “Bionic Orchid” – May 2013
- <sup>3</sup> *Best 5 in The Second Tainan Junior Design Competition* (2013 第二屆臺南創藝新人獎) “Bionic Orchid” – May 2013
- <sup>4</sup> *First Prize in MOCA Taipei – Imaginary Landscape II Immortal Quest* (《想相的風景 II -不朽的追求》 國際學生新媒體藝術徵件展) “Bionic Orchid” – Oct 2013
- <sup>5</sup> *Best Paper Award* in the 7th Conference of international Forum on Urbanism (IFoU) – Oct 2013
- <sup>6</sup> *Best Nomination in 2014 LED Creative Lantern Design Competition* (2014 全國 LED 創意設計競賽) “鼓勵機” – Feb 2014