



✨ UI/UX Designer Assessment ✨

PT ENTROPI GLOBAL MARTECH

 UI/UX Designer Position

About This Gig

PT Entropi Global Martech is a TikTok agency focused on empowering content creators across Indonesia. We're building innovative tools to help creators manage their digital presence and connect with their audiences effectively.

 **Project:** We're creating a "link in bio" platform — think Linktree, but better. Your mission? Design a killer design system

that engineers can implement consistently.

What We're Looking For

This assessment evaluates your ability to create a **cohesive, scalable design system** and apply it to product screens with strong UX reasoning.

The Product Has Two Main Experiences:

1.  **Public Profile (mobile-first)** — Avatar + bio + vertical list of link cards
 2.  **Landing/Directory** — A searchable list of public profiles
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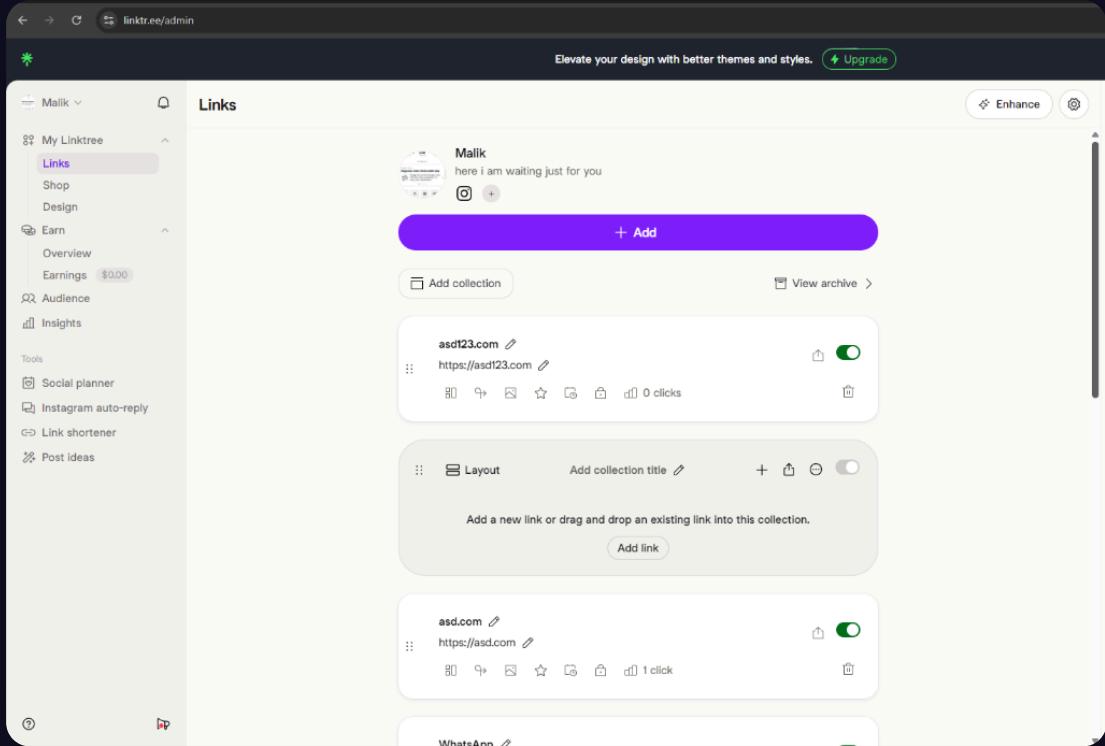
Design Direction

Use this as your starting point:

-  **Mobile-first always** — thumb-friendly controls; minimum target height ~48px
-  **Dark mode support** is expected (light mode can be primary or secondary)
-  **Visual style is up to you** — feel free to explore your own creative direction!

Reference

Below is a screenshot from a competitor's admin interface (Linktree) for context on the type of link management features expected:



Task Breakdown

Task A – Build the Design System (Main Task)

Create a design system that can scale beyond a single screen.

A1. Foundations (Tokens)

Define and document tokens for:

-  **Color** — Background layers, text, borders, brand/accents, semantic states
-  **Typography** — Type scale, font families, weights, line heights
-  **Spacing** — Spacing scale + layout grid rules (mobile / tablet / desktop)
-  **Radius & Elevation** — Radius scale, shadow scale, glass blur rules
-  **Motion** — Transition timing + easing guidelines

Deliverable: A "Foundations" page that clearly lists tokens and usage rules.

A2. Components (Library)

Design these components with variants and states:

Component	Requirements
Buttons	primary/secondary/ghost/destructive + disabled/loading
Inputs	text, textarea + validation states
Link Card	core content block for public profile
Avatar	multiple sizes
Badge/Tag	various styles
Modal/Sheet	mobile-friendly
Toast/Alert	feedback messages

Tabs or segmented control

Search field pattern

For each component include:

- Variants + sizes
- Interaction states (hover/pressed/focus/disabled)
- Accessibility notes (contrast targets, focus rings)
- Responsive behavior

A3. Patterns & Guidelines

Provide guidance for:

- Page layout structure and spacing rules
- Empty states (no links, no profiles)
- Error handling and form validation messaging
- Content style guidance (tone, microcopy examples)
- Icon usage rules

Task B – Apply the System (Screens)

Design high-fidelity screens using **ONLY** your system components.

Required Screens

1.  **Public Profile (Mobile)**

- Link list (at least 5 items)

- Long text edge cases

2. **Directory/Landing (Desktop)**

- Search + results grid/list

- Empty state for no results

3. **Create/Edit Link (Mobile)**

- Form with validation states

- Success feedback after saving

Bonus Screens (Optional)

- Admin "Reorder Links" (drag-and-drop)
- Light mode variant
- Settings / Profile edit

Task C – UX Reasoning

Write a short rationale (1-2 pages) covering:

- Key design decisions and tradeoffs
- How the system supports scalability
- Accessibility considerations
- Mobile-first usability approach



How We'll Evaluate

Criteria	Weight
👉 Design System Quality — Token structure, consistency, extensibility	30%
✳️ Component Thinking — Variants, states, edge cases, reusability	25%
👁️ UX Clarity — Hierarchy, readability, mobile ergonomics	20%
♿ Accessibility — Contrast, focus visibility, semantics	15%
📄 Communication — Specs, documentation, handoff readiness	10%



Timeline

Phase	Duration
Assessment Period	2 Days
Recommended Time	6–10 hours

 **Deadline:** Submit within **2 days** of receiving this assessment.

Submission Requirements

Submit a single folder or ZIP file named: `UIUX_Assessment_<YourName>/`

What to Include:

1.  **Figma Link** (view access enabled)
 - Pages: `Foundations` , `Components` , `Patterns` , `Screens` , `Specs`
2.  **Exports Folder**
 - Key screens as PNG (1x or 2x)
 - Single PDF overview
3.  **Handoff Notes** (`README.md`)
 - Figma link
 - What's included
 - Assumptions
 - Implementation notes for engineers
4.  **UX Rationale** (`UX_Rationale.pdf` or `.md`)

Checklist Before Submitting

- Tokens are named systematically

- Components include states (hover/pressed/focus/disabled)
 - Touch targets \geq 48px
 - Color contrast is considered
 - Screens use only your components (no one-off UI)
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Where to Submit

Send your completed assessment to:

Email	baby@entropimartech.com
CC	malik@entropimartech.com
Subject	UI/UX Designer Assessment - <Your Full Name>

? Questions?

If you have any questions, reach out to: baby@entropimartech.com

Important Notes

- You do **NOT** need to write production code
 - You may use any design tool (Figma preferred)
 - Focus on quality over quantity
 - Feel free to ask clarifying questions
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PT Entropi Global Martech

Empowering Creators, Building the Future 