UI/UX Designer Assessment

PT Entropi Global Martech

Position: UI/UX Designer
Project: Creator Link Hub
Duration: 2 Days

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 Context: We're creating a "link in bio" platform with two main experiences:

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

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.
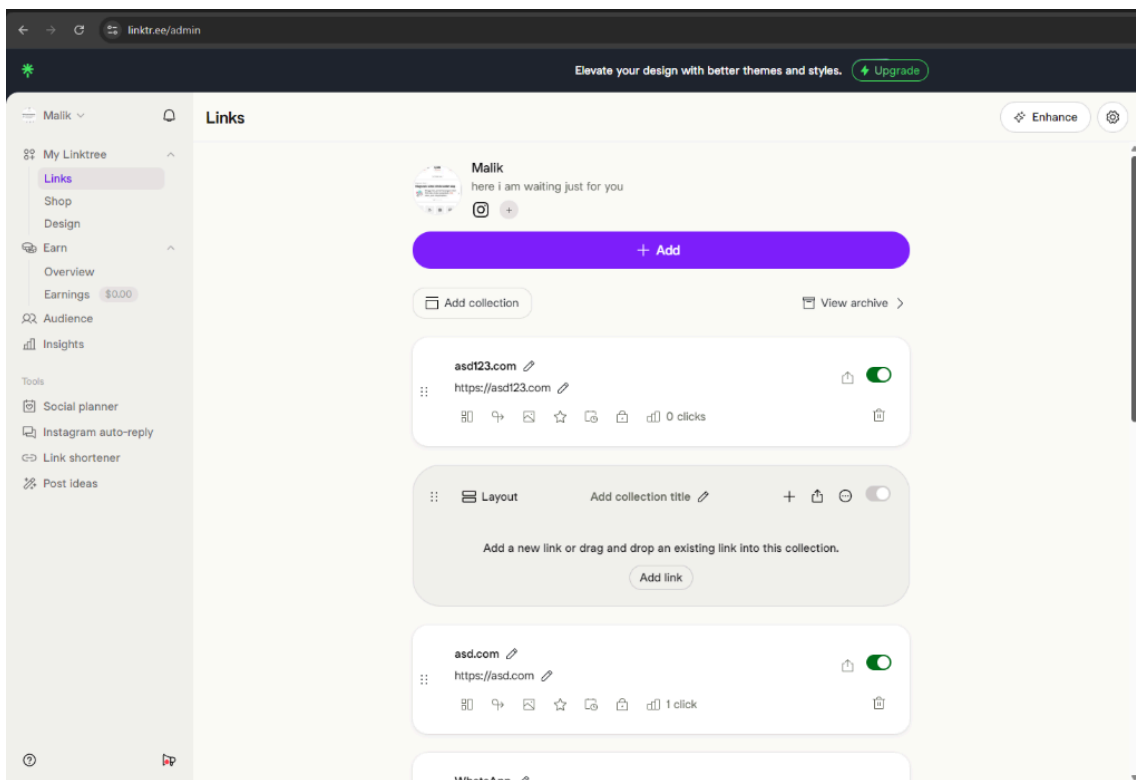
Design Direction

- **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:

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

Evaluation Criteria

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>/`

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 ≥ 48px
- ☐ Color contrast is considered
- ☐ Screens use only your components (no one-off UI)

Where to Submit

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

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

Questions?

Contact: **baby@entropimartech.com**

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