

Wishnu Hazmi Lazuardi

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Summary

User Experience (UX) Designer with a strong foundation in creating user-centred designs. Skilled in wireframing, storyboarding, user flows, and developing high-fidelity prototypes using Figma and Adobe XD. Experienced in conducting usability testing and leveraging insights to iterate and optimise designs. Proficient in collaborating with developers to ensure seamless implementation of design systems and reusable components. Demonstrates strong visual design skills with expertise in typography, colour, and layout, alongside a passion for designing intuitive, high-impact solutions for high-traffic websites.

Key Skills and Strengths

- **User Research & Insights:** Conduct user interviews, surveys, and competitor analysis to extract actionable insights; skilled in creating affinity diagrams and cultural probes.
- **Prototyping & Design Tools:** Proficient in Figma and Adobe XD for crafting wireframes, storyboards, high-fidelity prototypes, and responsive designs.
- **Human-Centred Design:** Develop user personas, journey maps, and storyboards to create user-centred, SEO-friendly solutions aligned with business objectives.
- **Usability Testing & Iteration:** Improve functionality by iterating designs through usability testing and A/B testing to resolve usability issues.
- **Design Systems:** Create reusable design system components and their state variations for visually appealing, responsive, and mobile-first layouts.
- **Agile Collaboration:** Work collaboratively with cross-functional teams and developers using tools like Jira and GitHub, ensuring seamless design implementation and project success.
- **Front-End Prototyping:** Develop functional prototypes with React.js, React Native, and SwiftUI, integrating REST APIs to simulate real-world functionality.

Education and Qualifications

Bachelor of Information Technology with Major in User Experience Design

The University of Queensland, St Lucia

- Overall GPA: 5.9 / 7.0

Bachelor of Computer Science

University of Indonesia, Depok

- Overall GPA: 3.37 / 4.0

Certificate IELTS (Academic)

- Overall Band Score: 8.0

Work Experience

7-Eleven Team Member

Mar 2024 - Present

7-Eleven, Brisbane

Enhanced communication, problem-solving, and multitasking skills by managing customer interactions and prioritising tasks in a fast-paced environment. Ranked 2nd among 12 team members in July for exceptional service and operational efficiency.

Front-End Software Engineer Intern

Dec 2022 - Mar 2023

Telkom Indonesia, Jakarta

Telkom Indonesia is the largest telecommunications and network provider in Indonesia, serving millions of customers and providing innovative digital solutions across sectors.

- Resolved 20+ issues within 3 months by developing an internal E-Form platform for the Financial Service team using React, an in-house UI library, and React Hook Form.
- Streamlined data entry for users by integrating APIs from multiple endpoints, enabling pre-populated fields for an internal E-Form platform.
- Achieved 100% user story completion by collaborating with a cross-functional team in Agile and SDLC workflows, leveraging Jira to manage tasks according to acceptance criteria.

Front-End Software Engineer & UI Designer Freelancer

Sep 2020 - Jan 2021

Cretivox, Jakarta

Cretivox is an independent digital media and technology startup, focused on delivering interactive and educational content to a global audience.

- Redesigned the User Interface for their news portal web app using Adobe XD.
- Developed the front-end with HTML, CSS, JavaScript, and Django, ensuring responsive design.

Projects

Rehat

Jul 2023 - Oct 2023

Team Leader, UX Designer, and Front-End Developer

An iOS app and an Apple Watch app, designed to detect panic attacks using AI to analyse heart rate patterns. It notifies users and offers personalised Cognitive Behavioural Therapy (CBT) strategies for recovery.

- Established 7 core features by synthesising insights from 3+ journal articles and competitor analysis.
- Derived 5 How Might We (HMW) questions from 15 key insights using an Affinity Diagram.
- Delivered interactive prototypes covering 20% of project features using Figma.
- Achieved 100% completion rate by delivering functional prototypes in React Native and SwiftUI, successfully resolving 34 out of 40 project issues.
- Led a team of six to achieve a High Distinction at the University of Queensland.

KopKen

Jul 2023 - Oct 2023

Team Leader, UX Designer, and Front-End Developer

A context-aware mobile app enabling users to capture, reminisce, recreate, and share memories, fostering conversations around shared nostalgic experiences among friends and family.

- Synthesised 17+ insights from 10 journal articles and competitor analysis.
- Identified 11 actionable HMWs by synthesising 18+ cultural probe artefacts from feedback provided by 3 target users.
- Developed 2 functional prototypes in React Native within 2 weeks, enabling user testing for 4 key use cases.
- Led a team of four to achieve a High Distinction at the University of Queensland.

Hunikoe

Feb 2022 - Jul 2022

UX Designer

A Progressive Web Application (PWA) designed to address poorly designed housing in Indonesia by providing a marketplace for affordable, structured house designs.

- Created 11 actionable HMWs from literature review, market analysis, and user artefacts like personas, journey maps, and storyboards.
- Designed 50% of the app as interactive prototypes using Adobe XD, informed by user stories and wireframes.
- Identified and resolved 5 usability issues through usability testing using interactive prototypes.
- Earned a High-Distinction grade at the University of Queensland.

Referees

References available upon request.