



Prima Utama Apriansyah

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WORK EXPERIENCE

Senior UIUX Designer Lead

Teman Bumil [27 Feb 2019 – Current]

City: South Tangerang | **Country:** Indonesia

- creating and maintaining the design of healthcare mobile applications such as TemanBumil
- gathering user research, conducting interviews
- performing A/B Testing
- ensured the apps were not only visually appealing but also user-friendly and sustainable.

Senior UIUX Engineer

Goapotik [18 Feb 2017 – 26 Feb 2019]

City: South Tangerang | **Country:** Indonesia | **Website:** www.temanbumil.com | **Email address:** prima.apriansyah@ptgue.com | **Name of unit or department:** Product Team - **Business or sector:** Human health and social work activities

- Designed UI/UX for medicine service, e-commerce, and doctor platform like Goapotik, utilizing user research and A/B Testing for enhanced user experience.
- Conducted user interviews to gather feedback for continuous app improvement.
- Implemented user-oriented design strategies to create sustainable apps meeting business needs and user satisfaction.

UIUX Designer

Ruparupa [10 Mar 2015 – 15 Feb 2017]

City: West Jakarta | **Country:** Indonesia

- Help to build new business model and grow UIUX Team
- Creating the design start from zero as this is new ecommerce platform both for web and apps
- Collaborate with other department to connect each other and solve the problem through the visual design

EDUCATION AND TRAINING

Information Management

Telkom University [21 Jul 2009 – 5 Oct 2012]

City: Bandung | **Country:** Indonesia | **Website:** <https://telkomuniversity.ac.id/>

Agile Project Management Foundation

National Association of State Boards of Accountancy (NASBA)

Website: https://www.linkedin.com/learning/certificates/0999370b9ec853d4ff19fe320d9ad31d89fd2456cdccdb3b8cf0af2896cb9e4?trk=share_certificate

Design Psychology: Master the Art and Science of UX Design

Madecraft

Website: https://www.linkedin.com/learning/certificates/6de8d48b769afd59c9502192f9d64d880a50517541f2f0a857d2500f98d11720?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BPMlbQ9aBSp627%2FIEFM2TtA%3D%3D

Practical Github Actions

Github

Website: https://www.linkedin.com/learning/certificates/95d9acfe5fbc87eb86bcefd26df37b7764054ecb346953de45358dc7f714f14?trk=share_certificate&lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_certifications_details%3BZYrzZ%2BkYSxWFH

LANGUAGE SKILLS

Mother tongue(s): Bahasa Indonesia

Other language(s):

German

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

User Interface / User Experience / Figma & Adobe XD / Prototyping / Html+CSS+JS / User Research / Design Thinking / Usability Testing / Responsive Design / Creative Thinking / User Flow

CREATIVE WORKS

Sehatq This is healthcare apps that provide a booking and making doctor's appointment. It help user to searching and arrange schedule with doctor via mobile apps. User can search a doctor based on preference such as speciality, schedule, price, and also the location. So with this feature user can come and pay with the selected schedule without queue wasting their time