REZA ATHALLAH RASENDRIYA

+62895604823044 | rezaa.ath@gmail.com | https://www.linkedin.com/in/rezaaar/ | designedbyrezaaar.vercel.app

As a former Frontend Engineer, I transitioned into UX design to blend technical expertise with a research - driven approach, creating intuitive and practical user solutions.

Work Experiences

Apple Developer Academy @BINUS - BSD, South Tangerang   Mar 2024 - Dec 2024
UX Designer

- Fondasi - Material Visualization App with Augmented Reality - 3 Months
  - Conducted 3 user interviews to uncover key insights and guide informed design decisions.
  - Synthesized insights to create user personas, journey maps, and a value proposition canvas, providing a clear foundation for the design process.
  - Led 3 stakeholder reviews to align objectives, gather critical feedback, and refine designs through iterative collaboration.
  - Designed user flows, information architecture, and performed benchmarking to clarify and deliver on project objectives.
  - Collaborated with the development team in Figma, managing components, tracking design changes, and ensuring a seamless design handoff.
  - Executed thorough user testing sessions to validate usability, integrating feedback to improve and enhance the final product experience.
- InTone - Daily Stories Sharing App with Secure Voice Notes - 1 Month
  - Used the Challenge-Based Learning framework to refine project challenges, created guiding questions from multiple perspectives, and categorized them into desk research or interviews to streamline the research process.
  - Facilitated desk research, interviews, and surveys by designing focused questions to align with objectives. Synthesized insights into actionable plans and refined the challenge based on deeper behavioral insights from follow-up interviews.
  - Created user personas, information architecture, and a Value Proposition Canvas based on insights, providing a strong foundation for design and product strategy.
  - Collaborated with the team to draft and prioritize product and service offerings, grouping them into impactful release plans while aligning with user needs and goals.
  - Partnered with developers to validate technical feasibility, broke down product features into epics and user stories, and created PRDs to align development and testing objectives for sprints.
- Latte AR - Latte Art Simulation with Augmented Reality - 2 Weeks
  - Explored traditional latte art methods to design an innovative approach for practicing latte art.
  - Created user personas, journey maps, and information architecture to guide the design process.
  - Conducted technical research on leveraging Apple Frameworks to enhance the latte art simulation experience.
  - Gathered feedback and conducted user testing to refine and improve the simulation process.

PT. Pupuk Indonesia - Jakarta   Jun 2022 - Dec 2022
Intern Frontend Developer

- Developed a new feature for the Distribution & Planning Control System, creating 10 dashboards for data visualization using VueJS, Chart.js, and Google Maps API.
- Collaborated with the team to fix bugs and implement changes based on user feedback, ensuring a smoother and more user-friendly experience.

PT. Bank Mandiri - Surabaya, East Java   Sep 2018 - Mar 2019
Creative Team Intern

- Managed and created engaging content to support company initiatives and activities.
- Assisted in event documentation and processed materials for company needs.
- Collaborated with cross-functional teams to align content with brand messaging and goals.
- Generated innovative ideas for visual and multimedia content to enhance audience engagement.

Education Level

Electronic Engineering Polytechnic Institute of Surabaya - Surabaya, East Java   Sep 2020 - Jun 2023
Diploma in Informatics Engineering, 3.55/4.00

- Built a NuxtJS, ExpressJS, and MongoDB website for exhibition stands as a final project, featuring text-to-speech with animated mouth movements.
- Led a student organization's Art and Sport department, creating new opportunities for student interests.

SMK Negeri 1 Surabaya - Surabaya, East Java   Jul 2017 - Jun 2020
Senior High School, Multimedia

- Achieved 4th place in the 2019 Lomba Keterampilan Siswa (LKS) Jawa Timur for Web Design.
- Head of the school's IT Club Design and Animation division, where I created a space for students to develop foundational skills in design and animation.

Skills, Achievements & Other Experience

- **Research**: User Interview, Usability Testing, Persona, Competitive Analysis, Desk Research, Quick Survey, Journey Map, User Journal
- **Design**: iOS Design, Web Design, Wire-framing, Design Thinking, Prototyping, UI Design, Design System, Human Interface Guideline
- **Software/Tools**: Figma, Miro, VSCode, XCode
- **Frontend Development**: NuxtJS, VueJS, Tailwind CSS, Github