Abraham Dixon D. Mamora

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As a UI/UX designer with 10 months of experience in the industry, I have honed my design process and have a solid understanding of user-centered design principles. I'm eager to continue learning and growing as a designer, and am always seeking new challenges and opportunities to enhance my skills.

EXPERIENCE

PT Momen Indah Alami, Jakarta Selatan, DKI Jakarta, Indonesia — *Freelance UI UX Designer*

OCTOBER 2022 - DECEMBER 2022

- Optimalize user interface, user experience, features and system of FAVO website with Shopify based e-commerce web builder.
- Develop UX research (Competitor research, qualitative research using PostHog) to determine what features need to be developed to improve user experience.
- Create user flow & use case in purpose to prioritize which features need revamp the most.
- Create design system from scratch to maintain design consistency and can be used as guidance for future development.
- Coordinating with Front-End developers, QC, and polishing developed design.
- Create icon for FAVO design asset.

PT Modern Abadi, Jakarta Selatan, DKI Jakarta, Indonesia — *Internship UI UX Designer*

MARCH 2022 - SEPTEMBER 2022

- Revamp and build functional + elegant design for web & mobile platform for Favo.id
- Create design system from scratch using Figma (text styles, color styles, components, variants)
- Conducting research using PostHog and competitor research methods to obtain data and design references by considering user behavior and time efficiency.
- Coordinate with the developer team, marketing, and creative to create solutive designs in purpose to increase sales and website engagement.

SKILLS

Figma

Design System

Adobe Xd

Adobe Photoshop

Adobe Illustrator

Competitive Audit

Usability Testing

User Flow

User Persona

User Journey

Design QC

Notion

Icon & Illustration

LANGUAGES

English (Written & Verbal)

PORTOFOLIO LINK

Click here

Volunteering UI/UX Website Design – Purwakuma, Purwakarta, Jawa Barat, Indonesia — *Freelance UI UX Designer*

NOVEMBER 2021 - DECEMBER 2021

- Conducting UX research to help clients determine which users or target audience will access their site.
- Created a site map using Miro as an information architecture to determine the complexity of the website to be designed.
- Created high fidelity prototype to deliver the product that I have designed and do iteration if there are shortages in the future.

EDUCATION

Politeknik Negeri Bandung, Bandung, Jawa Barat, Indonesia — *Bachelor of Applied Engineering*

AUGUST 2016 - OCTOBER 2020

Jurusan Teknik Sipil – D4 Teknik Perancangan Jalan dan Jembatan

CERTIFICATE

- **Start the UX Design Process Empathize, Define and Ideate** [certificate]
- **Internship Certificate by** PT Modern Abadi [certificate]
- **Reccomendation Letter by** PT Modern Abadi [certificate]
- **User Experience Design Essential – Adobe Xd** by Udemy [certificate]
- **Desain UI/UX dengan Figma dari Nol by** Udemy [certificate]
- **Foundation of User Experience (UX) Design by** Google [certificate]
- **Career Class by** StudentsxCEOs East Java [certificate]