PATRICIA JOANNE

UI/UX & Digital Product Designer

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Passionate UI/UX designer with over 4 years of experience in the tech industry. A collaborative team player with a proven track record of delivering impactful design solutions in logistics and IT consulting services. Proficient in web development and data analysis, with a comprehensive understanding of product management principles. Eager to expand skill set through continuous learning, including a keen interest in digital marketing and risk analysis to further enhance the effectiveness of design strategies. Looking to apply my creative mindset and exceptional analytical thinking skills in a dynamic and innovative tech company, where I can contribute to enhancing people's lives with seamless user experiences.

Areas of Expertise

Visual Design (Photoshop / Illustrator) • UI & Interaction Design (Sketch / Figma) • UX Copywriting • Design System • User Behavior Analysis (Google Analytics / Mixpanel) • Customer Journey Optimization • Web Development

Work Experiences

Product Designer / Anteraja

June 2022 – August 2023, Jakarta

- Enhanced the transaction feature and led research and design for the subscription feature in the customer mobile app
- Spearheaded the enhancement of the order claim feature in all internal mobile apps
- Designed the career page, complaint ticket system, and business account registration point on anteraja.id
- Participated in designing the service agreement and partner pricing management within the dashboard domain
- Actively contributed to the design system documentation and the mobile app redesign based on the design system

Associate - Risk Advisory & Cyber Security / Deloitte

October 2021 – June 2022, Jakarta

- Conduct cybersecurity assessments based on international frameworks, such as NIST, ISO 27001, and PCI-DSS
- Collaborated with a team to provide recommendations for improved and enhanced business efficiency to clients

UI Developer / WidaTech

May 2021 – May 2022, Jakarta

- Developed reusable code and design libraries for superadmin and admin dashboards
- Optimized the landing page to enhance visual appeal and user experience

Design Supervisor / International Office Unpad

August 2019 – March 2020, Bandung

- Spearheaded the development of a new grand design for the International Office
- Played a significant role in creating diverse publications and printed products that served as key communication materials for Padjadjaran University's international partnership programs, updates, and events
- Provided mentorship to designer interns through regular design critiques and brainstorming sessions

Product Design Intern / Kargo Technologies

January 2019 - November 2019, Jakarta

- Led the revamp of the kargo.tech website interface to align it with the new brand design
  - Conducted thorough research and usability testing, ensuring that the redesigned interface not only adhered to the brand's visual identity but also enhanced the overall user experience
  - Following the website's relaunch, there was a remarkable increase in the number of orders placed by shippers, rising from an average of 100 per day to an impressive 180 per day
- Contributed to the graphic design efforts of the entire team, particularly supporting the commercial team to promote kargo.tech's products to target audiences and business partners

Volunteer Experiences

Campus Ambassador / International MUN

2022, Jakarta

- Promoted MUN events, workshops, and conferences through various social media platforms
- Encouraged student participation, with a specific focus on engaging students from Padjadjaran University
- Served as an official representative to revive the MUN community at Padjadjaran University

Channel Management Staff / PT Bank Index Selindo

2021-2022, Jakarta

- Monitored the bank's mobile app development executed by the partnered tech team
- Actively participated in the app testing process to ensure quality assurance and functionality
- Created visually appealing and comprehensive monthly reports showcasing the bank's digital activities

Wordpress Developer / CHIuXiD 2019

2019-2020, Bali-Jakarta-Surabaya

- Actively participated as an Indonesia ACM SIGCHI Student Volunteer in the 5th International Human-Computer Interaction and User Experience Conference in Indonesia (CHIuXiD) 2019 held from April 1-8, 2019
  - Contributed as a Wordpress Developer, designing, coding, and modifying the event's website

Being part of such a prestigious conference allowed me to expand my skill set and gain valuable experience. The opportunity to work alongside esteemed professionals was further fueling my passion for HCI and UX.

Designer / TEDxUnpad

2018-2020, Bandung

- Contributed to the success of the prestigious TED Talk event in Padjadjaran University held on May 11, 2019
  - Undertook crucial roles in the publication posts and stories for @tedxunpad_ on Instagram
  - Conceptualizing and crafting a visually captivating and user-centric web landing page for the event
  - Fulfilled various decoration needs to create a visually appealing ambiance on the event day

Education

Padjadjaran University / Bachelor's Degree of Computer Science (S.Kom) - GPA 3.71

2016-2020, Bandung

As a university student, I have accomplished a range of remarkable projects, receiving prestigious awards, and even securing a patent. In addition to my academic pursuits, I actively engaged in various organizations and gained valuable experience through committee involvement. Here are some notable achievements during my bachelor's degree studies:
- Best 26 Funded Teams of Pre-Startup Innovation Funding for Padjadjaran University Students in 2020
- Legitimated Patent by the Ministry of Law and Human Rights for Digital Learning Content (DiLCo) Repository in 2019
- Awarded as The Most Outstanding Student of Computer Science Major in Padjadjaran University in 2019
- Runner Up position in the UX Design Category at GEMASTIK 11 for Monica (Monitoring Committees App)