

# Yohanes Sitanggang

## EDUCATION

### B.Sc in Advertising

The University of Texas at Austin  
Spring 2018

### B.A in Advertising

(Credits transferred)

Universitas Indonesia  
Spring 2018

## SKILLS

Prototyping  
Wireframing  
Video Editing  
Usability Analysis  
Interaction Design  
Lean User Research  
Marketing Analytics  
Guitar, Piano, Drums

## TOOLS

Sketch  
HTML/CSS  
Origami Studio  
Javascript  
Keynote  
Microsoft Office  
Python  
Adobe Creative Suite

## CONTACTS

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+628119227354

PHONE

## EXPERIENCE

### UX Designer

**Accenture Interactive** - Worked on mobile banking app for second largest bank in Indonesia. Collaborated a team of Product Owners and designers to gather business requirements, design interaction models and prepare prototype for usability testing. Worked with testing team to uncover and fix design defects in accordance with design requirements

OCTOBER 2019 - PRESENT

### UX Designer

**Bukalapak** - Built Warehouse Management System to improve supply chain processes; analyzing usability metrics on parts of Mitra Bukalapak app; conducted a UX audits to build Design System

MARCH 2019 - OCTOBER 2019

### Product Design

**GetCraft** - Worked on homepage revamp resulting in a 39.7% visitor spike; involved in usability testing and exploratory research for the product team; established a writing blog to further knowledge sharing and better documentation for future reference for the organization

MAY 2018 - MARCH 2019

### Student Researcher

**The University of Texas at Austin** - Helped initiated a UX Foundry at the UT Austin Medical School; involved in the initial project of creating a opioid intervention app for opioid users; involved in writing interview scripts for exploratory research; involved in prototyping and UI design

JANUARY 2018 - MAY 2018

### Digital Advertising Intern

**Motionics, LLC** - Managed company's social media to generate impressions and improve search results; worked with Adobe InDesign and Illustrator to design marketing materials; worked with Google Analytics, Google Adword to generate digital advertising tactics

AUGUST 2017 - DECEMBER 2017