

PORFOLIO 2019

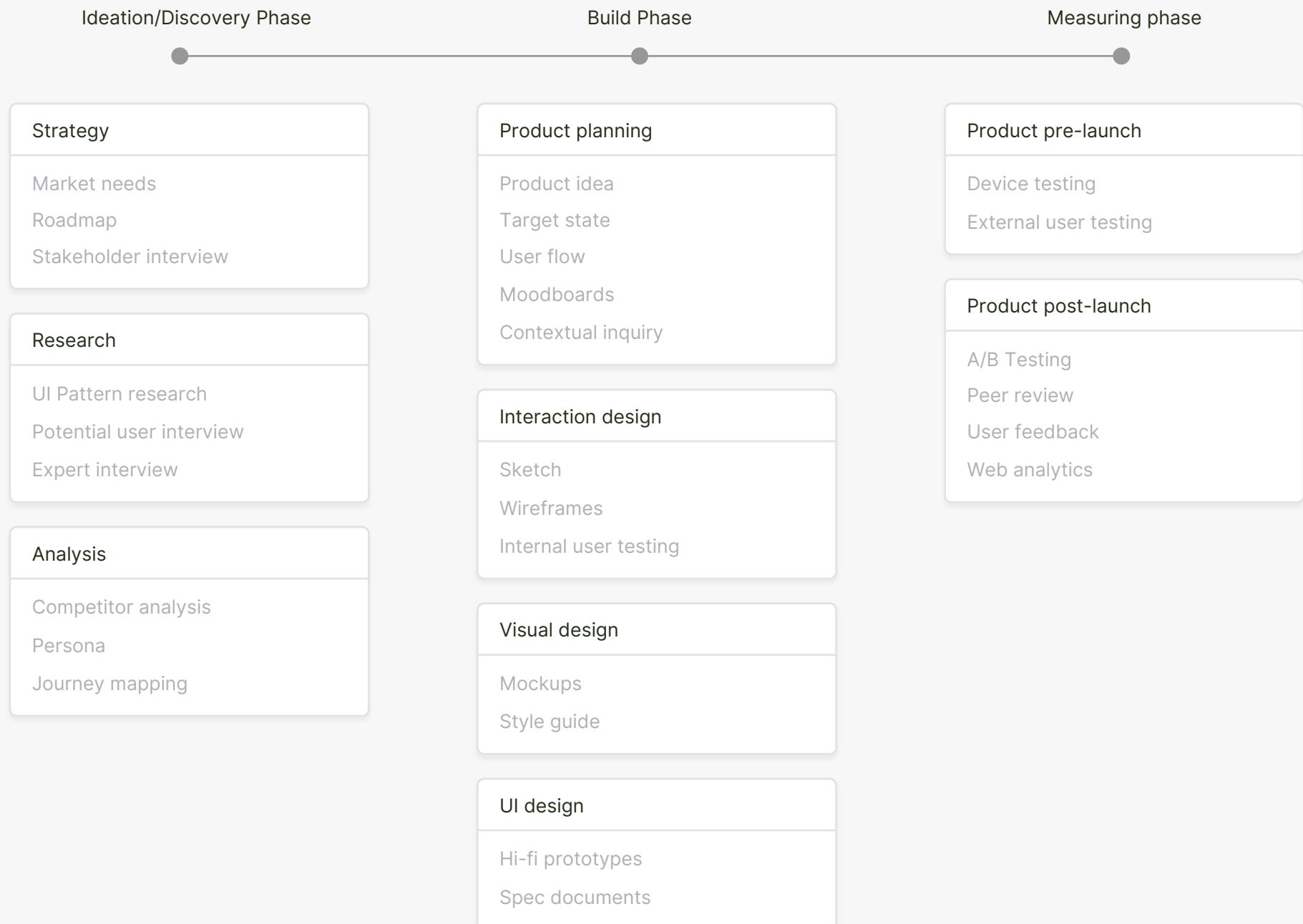
# **Yohanes Sitanggang**

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## DESIGN PROCESS



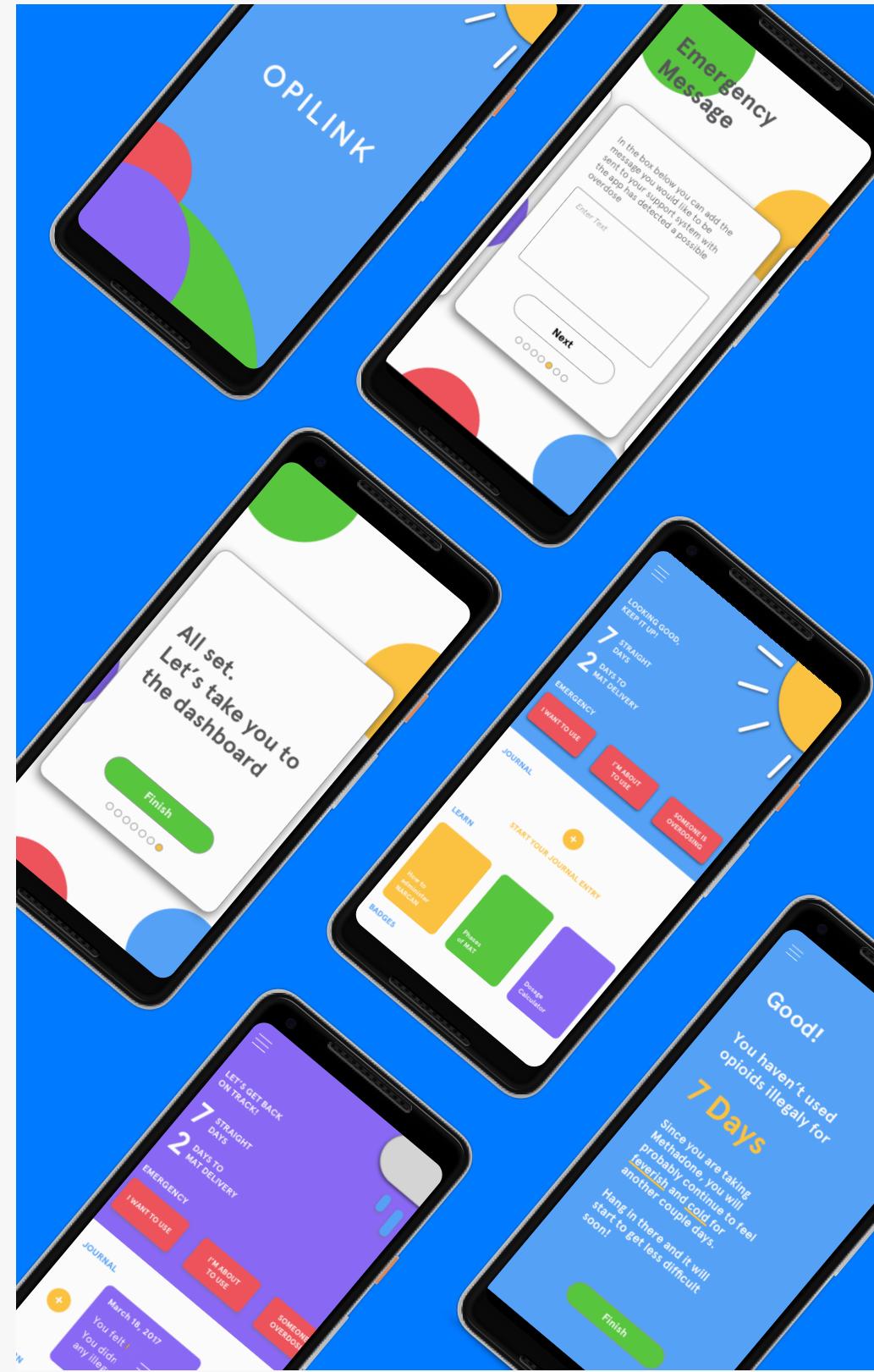
## WORK SAMPLE

# Opioid intervention

In collaboration with iSchool and the medical school, I have had the chance to kickstart the healthcare foundry at UT Austin. It's an organization that focuses on building utility apps for issues in the healthcare industry.

Our first project was to build an app to intervene opioid usage among the rapidly growing opioid addiction. We had the chance to work with a medical professional to discover what usually happens when they overdose. After a series of opioid user interviews, we ran a design sprint to build some prototypes.

I had to leave the team before having the chance to test the prototypes for immigration reasons. I have since heard that they have finished the app, and have similar projects going on their pipeline.

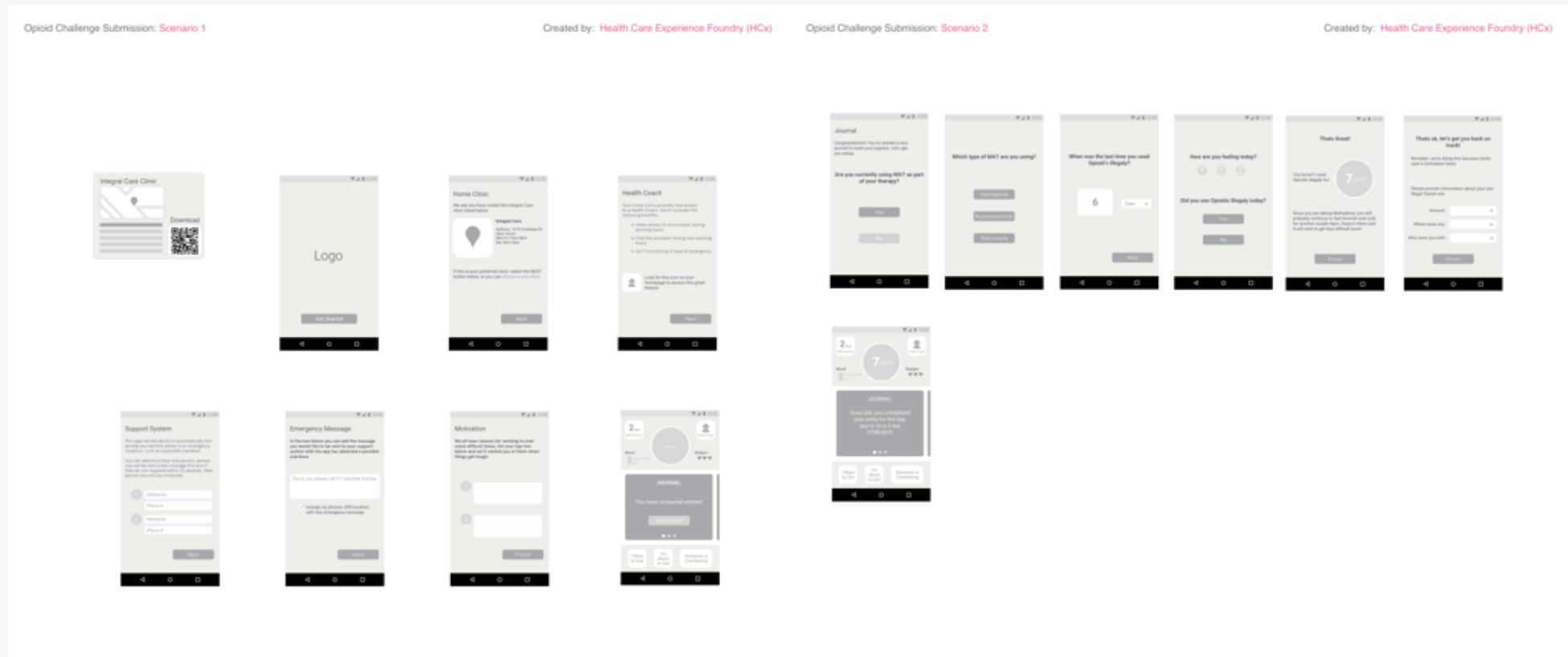


Healthcare UX Foundry  
ORGANIZATION

Student Designer  
ROLE

WORK SAMPLE

# Opioid intervention - Wireframes



# Healthcare UX Foundry

## ORGANIZATION

# Student Designer

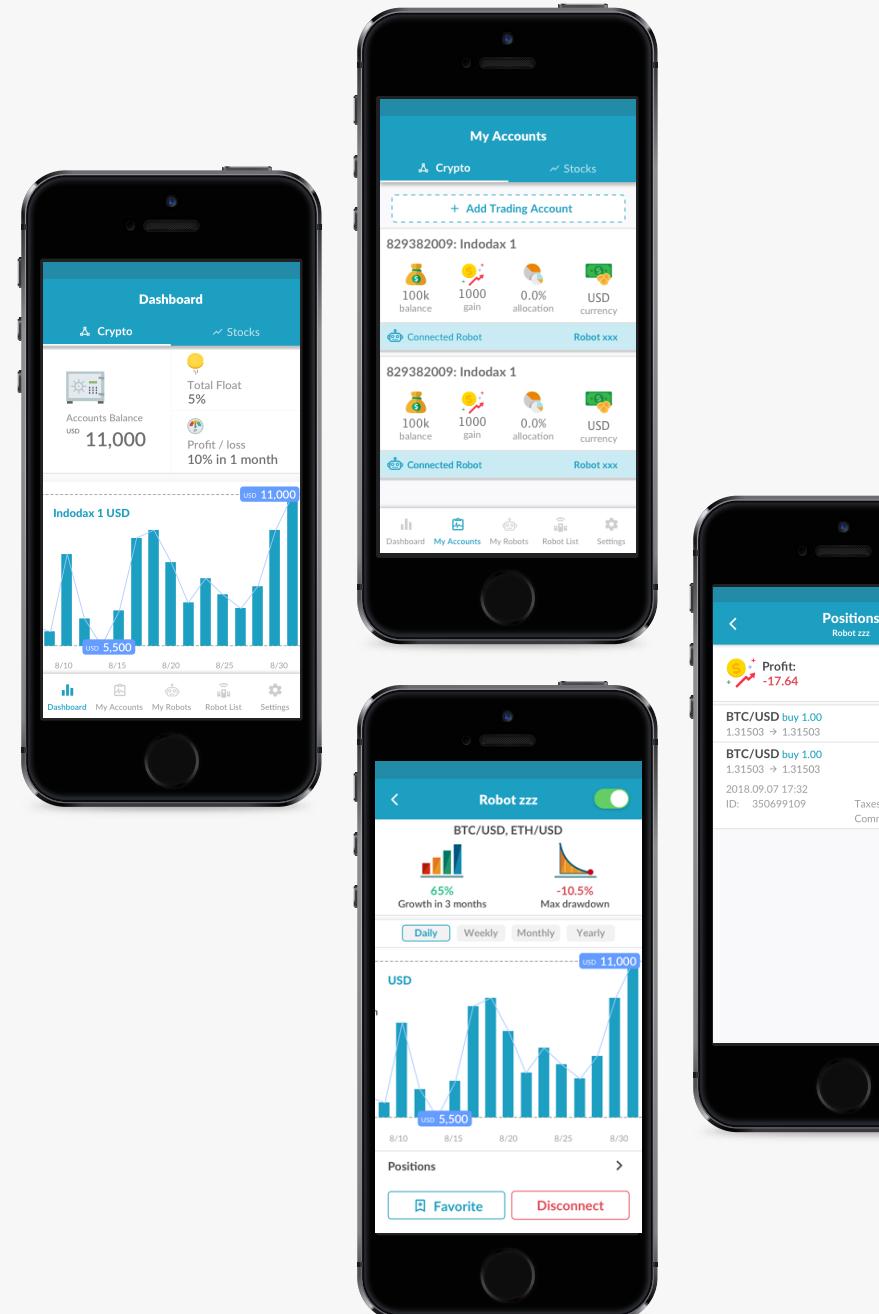
## ROLE

## WORK SAMPLE

# Familiar investing

This is a freelance project I did last fall when I was asked to help a friend design an app for a startup called Lubna. Lubna is an app for automated robot trading for cryptocurrencies in Indonesia.

My role on this project was to be a UI Designer focusing on the android app. Working with the UX and marketing research, the challenge was to create a crypto trading app that felt familiar with Indonesian millenials. The challenge was to develop an automated cryptocurrency robot trader, to an audience that aren't well versed in this concept. How do we make a difficult concept turn it into something easy and familiar. The insights were colorful icons help the users to quickly make sense of numbers in relation to the financial terms.

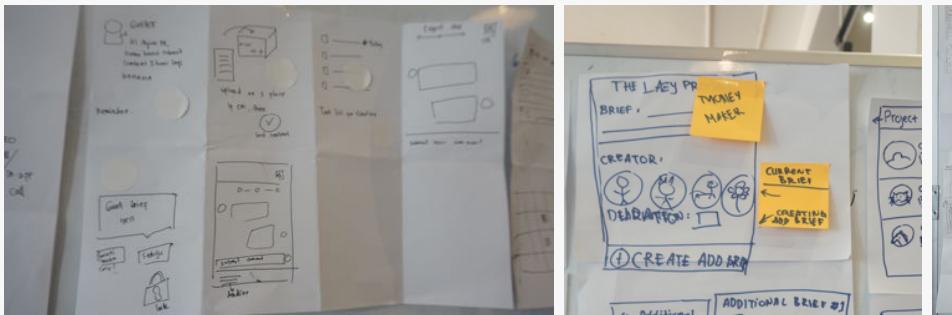
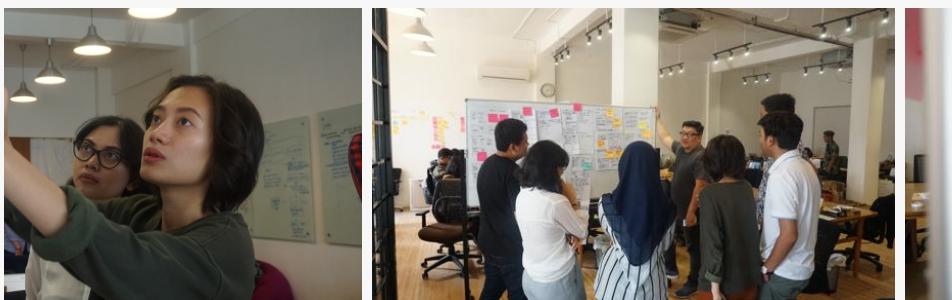
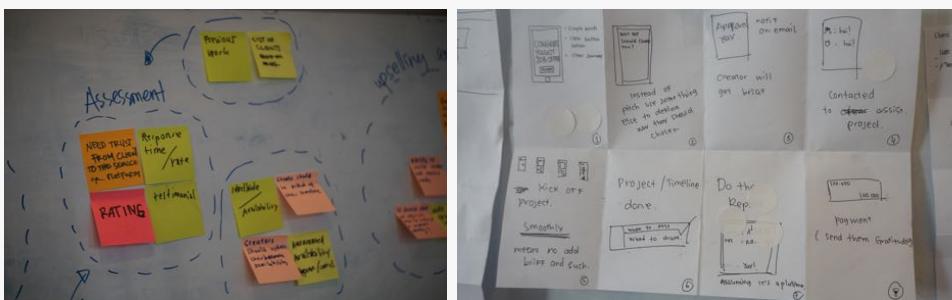
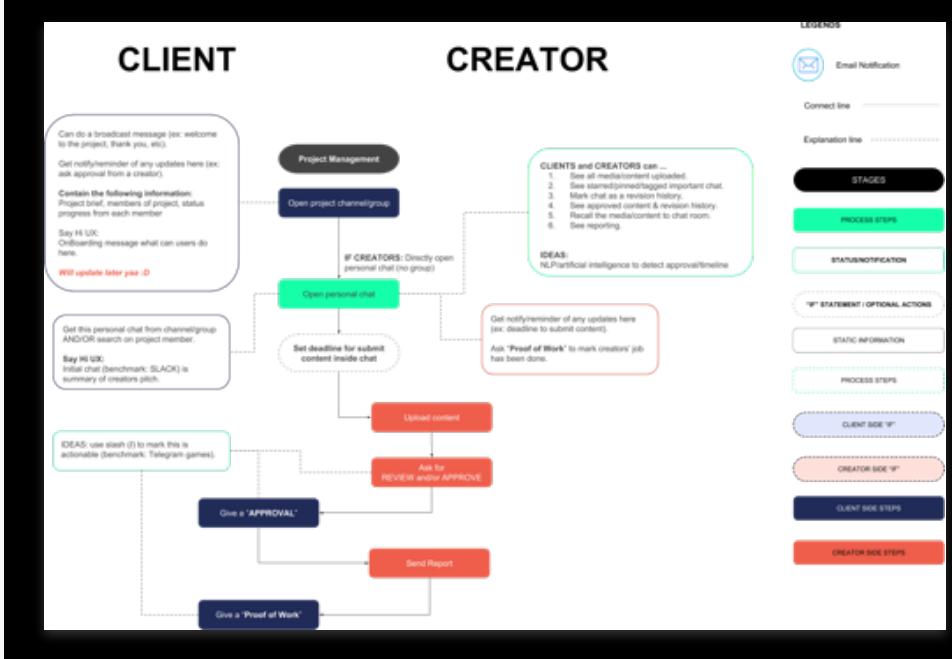


## WORK SAMPLE - GetCraft

# Paving the road ahead

GetCraft is a one-stop platform for finding creative services, running creative projects, and financing creative projects. When I joined GetCraft May of 2017, the company was going through some changes. The company doubled down on the tech investments, and started a full on product and tech team that can quickly develop products and iterate through with insights and customer. I was lucky to be a part of the first UX Team where there was no paved road ahead of us, we were the builders.

Upon joining, a lot of the legacy work has been left without documentation. Being a part of a pilot product team is exciting in so many ways. While we focus on building features as quickly as possible, one of the question we ask ourself a lot is how will our design process scale up when we have to. We did an extensive end to end product analysis and came up with an information architecture document that is used by the whole company.



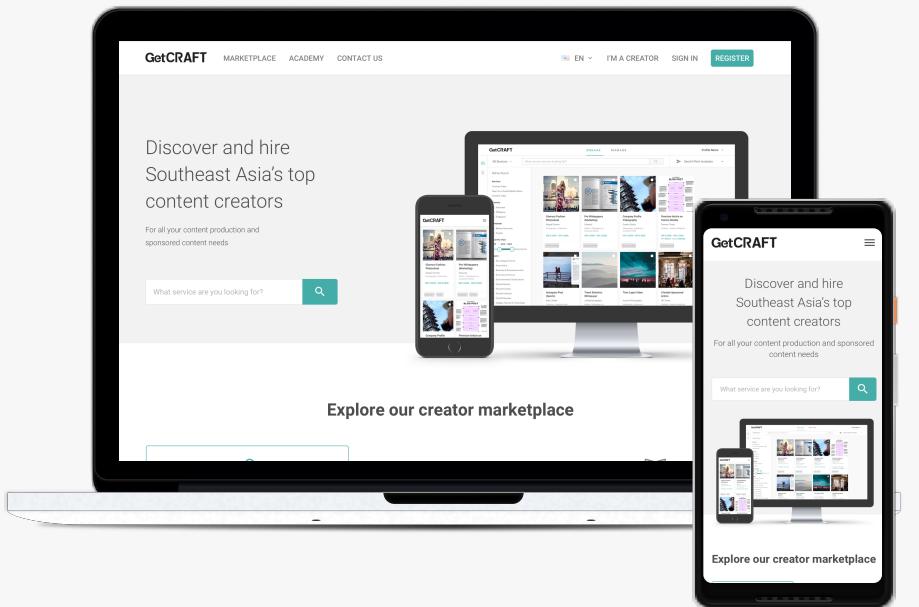
# Paving the road ahead

## Landing page revamp

The first task was to redesign the Landing Page to follow new brand guidelines. In order to design a language that better represents who we are, we asked internal stakeholders (CEO's, VP's and Directors) on the positioning of GetCraft and where wanted to be in the next couple of years. Insights:

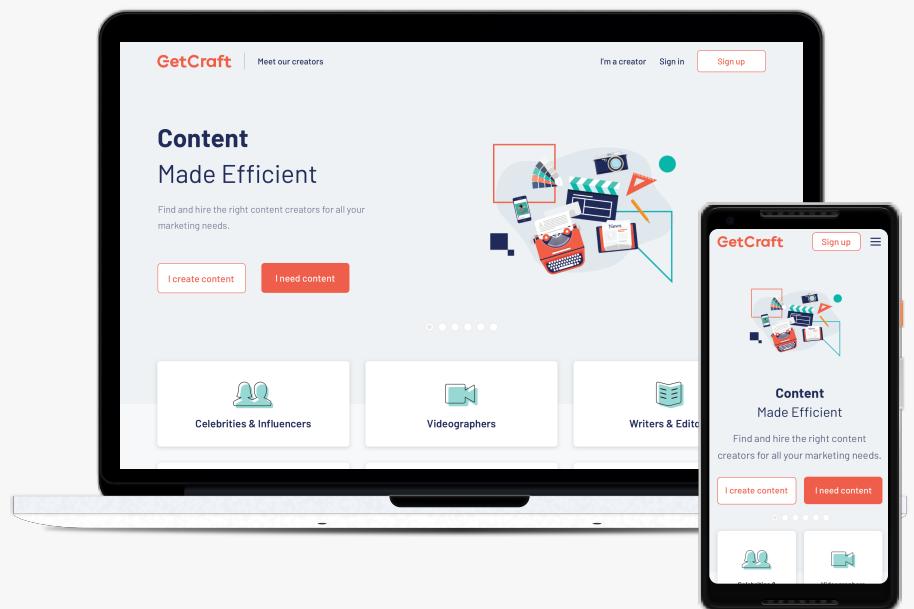
1. We are an expert, and yet humble
2. Friendly and helpful
3. Enabler for brand and creators

These traits help us give a rubric on how we should design the landing page.



BEFORE

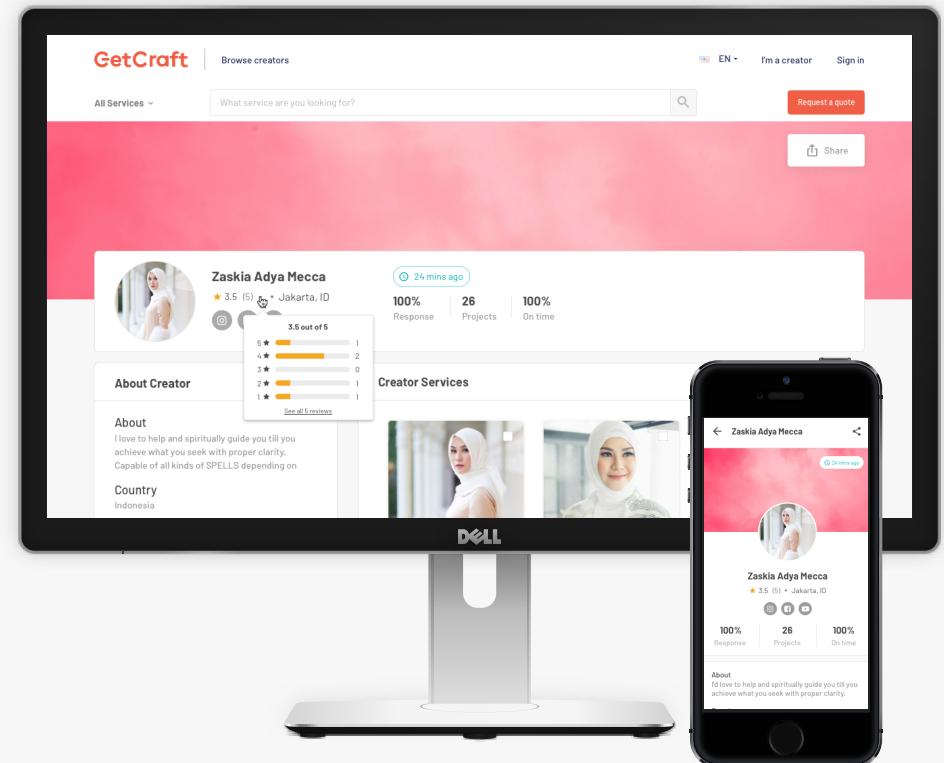
AFTER



# Increasing discoverability

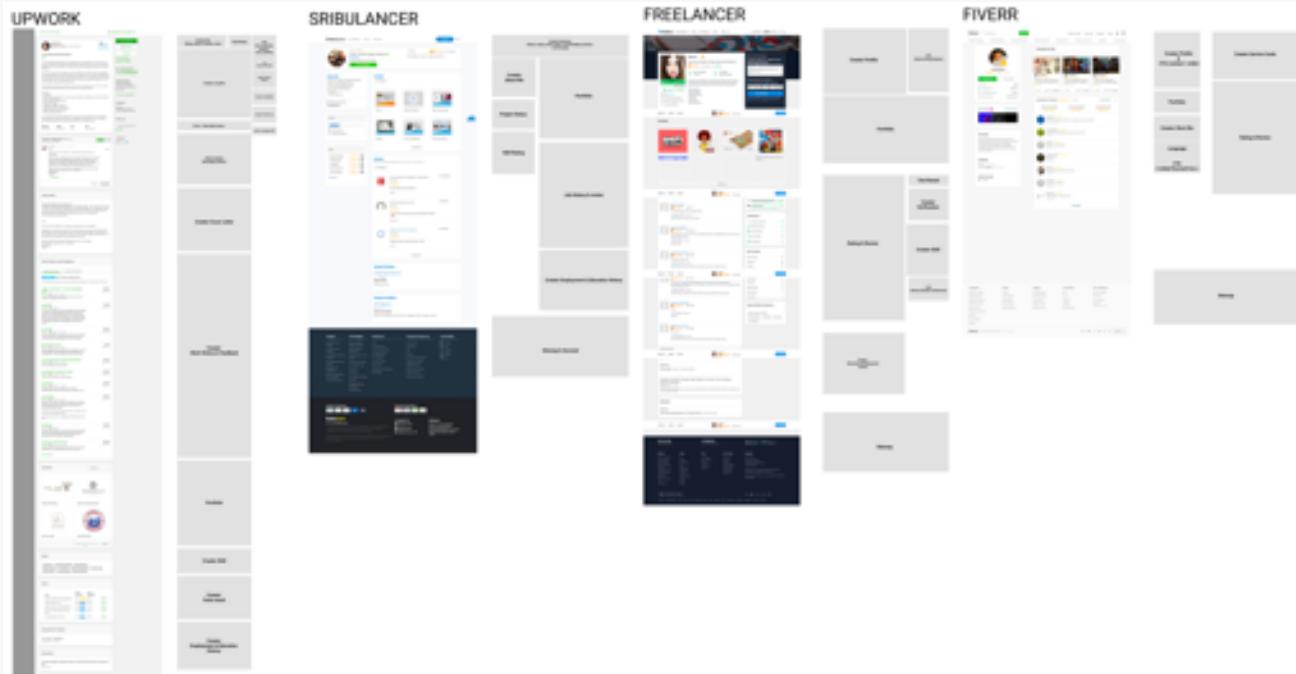
One of the key role of GetCraft in the creative industry was to help creators get discovered by clients and enable them to do business. After our marketplace MVP have been established, there was a clear demand to develop a user profile (shopfront). In the design, we conducted a competitive analysis of the storefront across multiple marketplace. The problem: how might GetCraft enable creators' in selling their service, at the same time, allow clients' to build their trust on the platform in providing high quality, professional, and reliable creators'.

Challenge: how to have provide a fair representation among creators' who are in different faucets of creative work. One of the things we made sure happen in the creators' profile is that they have a good amount of customization and to develop more in the future. In the future, the creator profile will be independent of our marketplace to enable creators customize, share and utilize their profile to develop their own creative business.

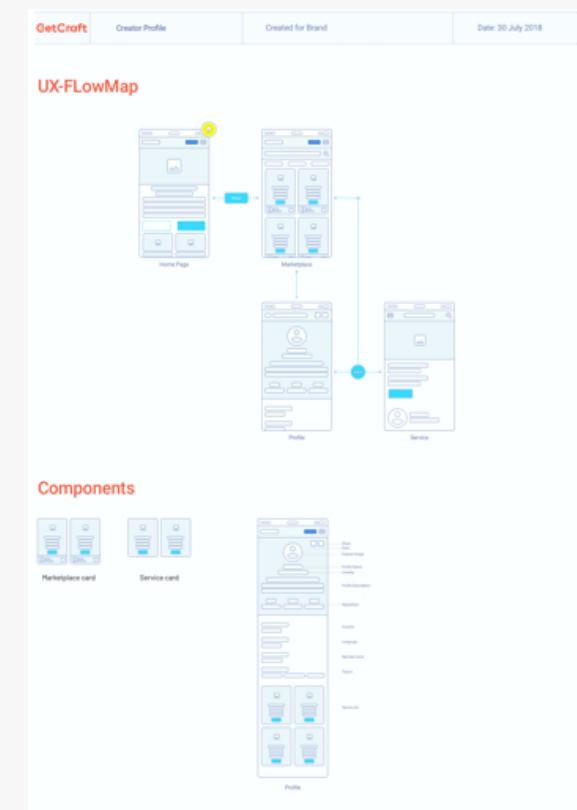


# Increasing discoverability

## COMPETITOR ANALYSIS



## UX FLOW MAP



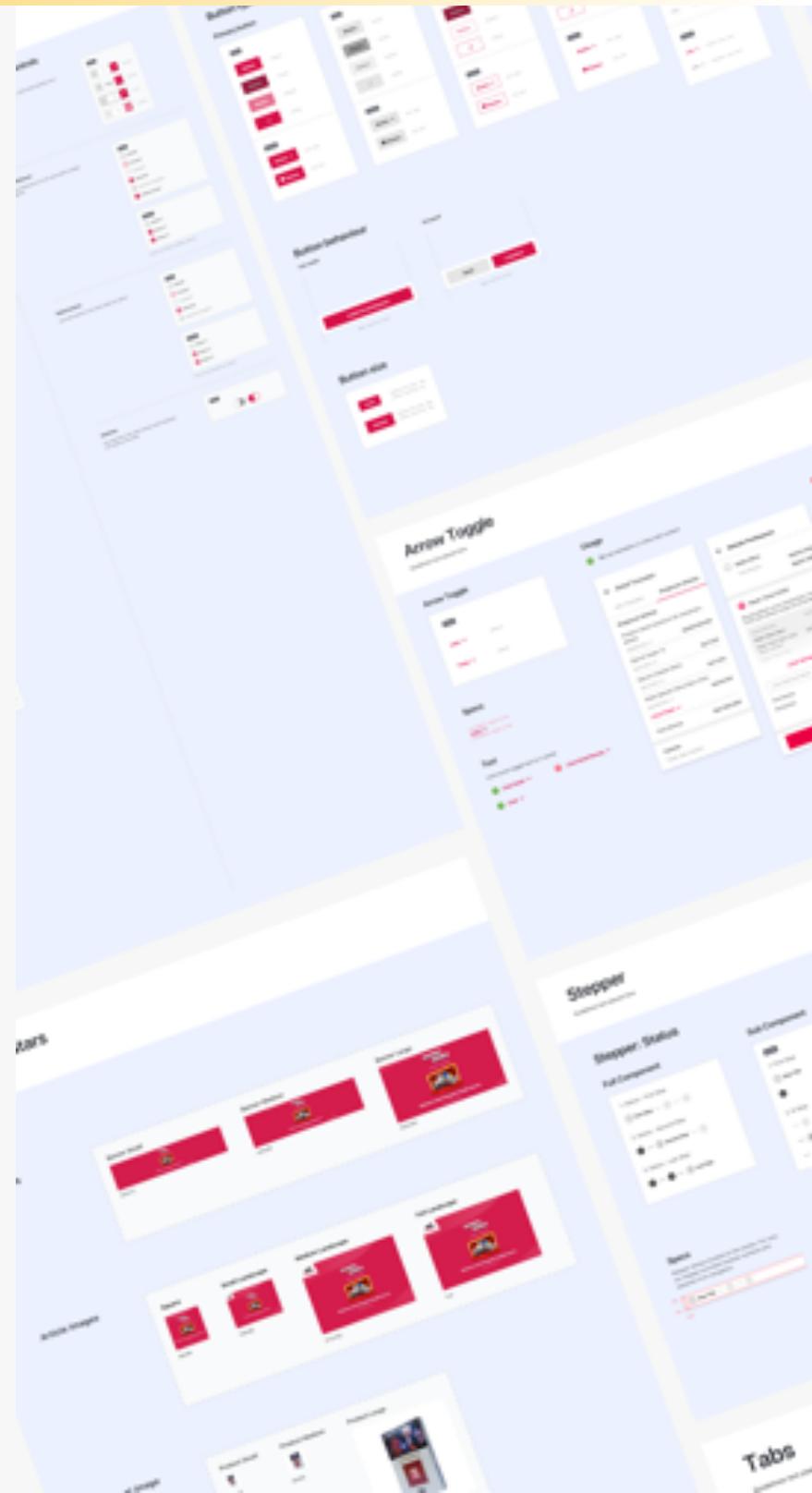
WORK SAMPLE - Bukalapak

# Designing for Accessibility

The biggest challenge in designing Mitra Bukalapak is to empathize with non tech savvy and with reduced vision accuracy. In an effort to make a consistently accessible Mitra Bukalapak experience, and speed up development process we are building a design system that cater towards our specific user needs.

After mapping and compiling our current live components, we ran continuous usability studies on our components to make sure that it is usable by a wide range of users. From the gathered feedback we adjusted components and build them into an integrated code library, minimizing development time and increased efficiency.

We maintain the library by regularly doing audits, figuring out where changes are needed and review component requests before building them.



WORK SAMPLE - Bukalapak

# Supply Chain

In order to fulfill our same day delivery and one day delivery orders we built a Warehouse Management System (WMS) that we implement in our partner's warehouse as a way to keep track of the movement of goods in our warehouses.

Some of the features that we focused on was making sure that the warehouse runs on FEFO (First Expired First Out) method. The challenge in building a WMS was making sure that workers would consistently and accurately log inventory movement everytime in order for the database to be up to date.

One of the key UX feature in this system is to keep load time and upload time to a minimum and making sure that the system gives continous feedback of information to the user when logging inventory movement.

