AYESHA WASANA GANEGODA

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Surabaya, Indonesia

Passionate and creative UI/UX Designer and Illustrator, with a keen interest in illustration, arts, and UI/UX design. Enthusiastic about mastering user satisfaction research methods, with strong adaptability, teamwork, communication, and time management skills.

Work Experiences

Freelance Illustrator   Jun 2021 - Present

Self-employed

- Produced over 250 illustrations for clients globally, including in Canada, USA, and Germany, meeting diverse project needs.
- Maintained proficient communication with clients in both Indonesian and English, ensuring the delivery of high-quality work.
- Created customized illustrations that meet various project requirements and needs to meet specific client or project needs, with a 98% client satisfaction rate.

Maxy Academy - **Surabaya, Indonesia**   Oct 2024 - Jan 2025

Project Lead

- Directed a cross-functional team of 10 members (UI/UX, front-end, back-end, and digital marketing), ensuring project milestones were met on schedule, achieving 100% on-time delivery for key tasks.
- Implemented streamlined task assignment processes, improving team productivity and reducing project bottlenecks
- Conducted weekly progress evaluations and prototype testing, achieving a 95% user satisfaction score based on usability testing (ISO 9241-11) and SPSS

TBN Indonesia - **Surabaya, Indonesia**   Jan 2024 - May 2024

UI/UX Designer

- Innovated and conceptualized a community platform through in-depth research and brainstorming
- Created user flows and site maps, leveraging design thinking method for optimal user experience, followed by the UI design and prototype
- Managed the UI/UX team of 4, ensuring effective communication with front end and back end developers

CV Ocean Fresh Harvest - **Lamongan, Indonesia**   Feb 2024 - May 2024

UI/UX Intern

- Conducted user experience analysis utilizing human-centered design methodologies, resolving UX issues and improving user understanding by 20%.
- Resolved UX issues and implemented solutions into UI designs
- Designed detailed UI wireframes and prototypes in Figma, streamlining the design process and reducing iteration time by 30%.

Universitas 17 Agustus 1945 - **Surabaya, Indonesia**   Sep 2024 - Feb 2025

Learning Management System Admin

- Managed and organized weekly learning content for over 10 hybrid classes on the LMS platform, ensuring 100+ students had access to updated materials in collaboration with 15 lecturers
- Assisted in moderating Zoom sessions for 10+ hybrid courses, ensuring smooth operations and addressing technical issues during 50+ live classes over the semester
- Sent timely reminders to students regarding class schedules, assignments, and submission deadlines, helping to maintain engagement and organization throughout the term

Education Level

Universitas 17 Agustus 1945 Surabaya - **Surabaya, Indonesia**   Sep 2021 - Feb 2025

Bachelor of Informatics Engineering, 3.65/4.00

- Completed a thesis on UX Research and UI Design for an online community platform, implementing Design Thinking and conducting usability testing with ISO 9241-11 and UMUX-LITE, achieving excellent results.
- Collaborated on the development of a user-friendly UI/UX design, contributing to a cohesive team environment
- Applied informatics knowledge to create responsive and visually appealing web designs, incorporating modern design principles

- Successfully completed multiple application and website projects, showcasing ability in programming languages such as HTML, CSS

MSIB x Maxy Academy Bootcamp ⊘ **- Indonesia**   Feb 2024 - Jun 2024

UI/UX Design

- Designed and prototyped multiple user-centric applications, focusing on usability and aesthetics
- Collaborated on team projects, honing skills in wireframing, user flows, and interactive design
- Presented design solutions to peers and mentors, receiving constructive feedback that refined the work, improving project outcomes by 15%.

Organisational Experience

YOT Share & YOT Cash with Young On Top Indonesia   Apr 2024

Leader of Operational Division

An event held during Ramadan to collect donations for children at the orphanage, featuring a small celebration

- Led team members in soliciting donations to meet targeted goals for distribution to children in orphanages.
- Organized engaging games and activities for interactive sessions with orphanage children.
- Coordinated and facilitated smooth execution of donation distribution events

English Language and Community Center **- Surabaya**   Aug 2022 - Present

Public Relation & Talent Interest Division

- Conducted in-depth interviews with prospective member candidates in English, assessing their qualifications, communication skills, and suitability for various roles within the organization.
- Planning and coordinating the creation of posters, certificates, and various designs with the PR members
- Collaborating and idea discussions within the team for more engaging designs

Skills

- **Soft Skills**: Creative, Adaptability, Teamwork, Communication, Time Management, Responsibility
- **Hard Skills** ⊘ : Figma, Wireframe, Prototype, UI Design, User Research, Information Architecture, Strong visual design skills, HTML/ CSS, Illustration, Clip Studio Paint, Procreate, Adobe Illustrator
- **Language** ⊘ : Indonesian (Native), English (C1 Proficient)
- **Online Certification**: UI/UX (Great learning), UX Research (MySkill), Duolingo English Test, EFSET 50, TOEFL ITP