

Fathoni Eka Pradipta

UI/UX Designer – Jakarta, Indonesia

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SUMMARY

A UI/UX Designer with 2+ years of experienced. Strong foundation in visual design, wireframing, user flows, prototyping, mockups, and information architecture. Currently working full-time as a UI/UX designer at Tokobay and taking on freelance projects.

EXPERIENCE

Tokobay – Jakarta, Indonesia

UI/UX Designer (October 2020 – present)

- Develop design guidelines and standards for the company's products, ensuring consistency and cohesiveness across all platforms and interfaces.
- Manage design projects from concept to delivery, collaborating with cross-functional teams to ensure on-time delivery of high-quality designs.
- Actively participate in the Agile development process, giving regular design reviews and feedback, to keep the design up to date.
- Create design specifications, wireframes, and interactive prototypes to communicate design concepts to the product manager and developer clearly.

Web Developer (October 2020 – present)

- Designed and developed 5 websites for the company, utilizing HTML, CSS, and JavaScript to create responsive and visually appealing designs.
- Collaborated with cross-functional teams to develop and implement effective SEO strategies.
- Implemented web analytics and user tracking to improve website performance and conversion rate.

Vocational High School 3 Surakarta – Surakarta, Indonesia

Intern Graphic Design Teacher (August 2018 – November 2018)

- Taught a range of design principles and techniques, including color theory, typography, layout design, and image manipulation.
- Assisted students with their coursework, providing feedback and guidance to help them improve their skills and achieve their goals.
- Created assessments and graded student work, providing constructive feedback and helping students to understand their strengths and areas for improvement.
- Encouraged student creativity and innovation, fostering an environment that promoted learning and personal growth.

Ekokapti Creative – Surakarta, Indonesia

Intern Editorial and Graphic Designer (September 2018 – November 2018)

- Lead and manage a team of interns, providing guidance, support, and mentorship to ensure that all team members were able to perform to their potential.
- Created visual concepts and designs that effectively communicated the message and value proposition of each advertisement project.
- Utilized a range of design tools and software, such as Adobe Creative Suite, to create high-quality and professional graphics, logos, and visual materials.

- Assisted in the production of promotional materials, including brochures, flyers, and social media graphics.

EDUCATION

Sebelas Maret University (2015 - 2020)

Bachelor of Education, Informatics Engineering and Computer - GPA 3.48

- Top Finalist National Learning Media Contest "Apresiasi Gelora Pendidikan #2 Sebelas Maret University"
- Student Creativity Program – Scientific articles project "Utilization of WEMOS D1 MINI in Flood Simulation Detector as a Prototype Flood Disaster Detection"
- Team leader in the social action project "Empowerment of Small and Medium Enterprises (UMKM) in Gondosari, Pacitan"
- Thesis "Industrial Training Program Evaluation in Informatics Engineering and Computer Education Student Using CIPP Model"

SKILLS, TOOLS & TECHNOLOGIES

- **Skills:** User Interface Design, User Experience Design, Wireframing, Prototyping, User Flow, Information Architecture, Mockups, Design System, Typography, Graphic Design, Copywriting
- **Tools:** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Zeplin, Jira, Trello, Notion, Miro, Whimsical, Google Suite
- **Technologies:** HTML, CSS, JavaScript

LANGUAGE

- **English:** Intermediate
- **Indonesian:** Native