



KARIN ULI

UI/UX DESIGNER

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 English, Bahasa Indonesia

CAREER SUMMARY

A dedicated and driven product designer with almost 4 years of experience in designing experiences on information technology systems. Aspires to innovate good and intuitive products using possessed technical skills and user-focus design. Always motivated for an experience where it is possible to self-improve while contributing passionately to the work environment along with values and best practices applied.

EXPERIENCE

FAETHM, AUSTRALIA

October 2020 – Present

UI/UX Designer

- Designed high quality and usable interface designs for Faethm's SaaS product and company websites.
- Responsible for designing sketches, diagrams, illustrations, layouts and other visual collaterals to communicate design concepts.
- Mapped out objectives, limitations of the design brief by participating in client and stakeholders' meetings.
- Conducted basic user research, communication requirements, and constructed wireframes, and functioning prototypes for mock-up testing.
- Collaborated closely with the Developer team to find solutions considering user needs and technical challenges during production.

VMOR TECHNOLOGY, AUSTRALIA

February 2019 – March 2020

Graphic & Product Designer (Part-Time)

- Led visual design directions and developed creative solutions for every product while maintaining teamwork with the developers.
- Designed interface systems for data analytics applications for both internal and external uses.
- Developed a visual identity system for various brands.

WEBARQ, INDONESIA

July 2016 – December 2017

UI/UX Designer

- Created highly usable yet elegant interface design for companies' websites and mobile applications.
- Worked in a cross-team collaboration with Front-End Developers and Back-End Engineers to find solutions considering user needs and technical challenges.
- Performed client presentations in regards of design concepts in a formal setting to assist in design consultation stage.
- Participated in internal workshops to brainstorm ideas for big projects.
- Conducted basic user research methodologies and constructed sketches, wireframes, journey maps, and prototypes for usability testing.

EIZOU GRAPHIC & WEB, INDONESIA

February 2016 – May 2016

Graphic & Web Design Intern

- Built interactive and responsive design for corporate websites and web applications.
- Designed visually appealing graphic materials for company reports and marketing collateral.

EDUCATION

UNIVERSITY OF NEW SOUTH WALES

February 2018 – December 2019

Master of Commerce (Finance & Marketing)

Engaged in interactive project managing courses involving real clients, which improved global business knowledge, communication, teamwork, and analytical thinking.

UNIVERSITAS MULTIMEDIA NUSANTARA (UMN)

September 2012 – July 2016

Bachelor of Design

Devised a thesis on the development of interactive media as a tool for emotional intelligence growth among teenagers. Autonomously conducted researches and interviews with professionals and users in the process.

EXTRACURRICULAR

UNSW GRADUATE STUDENT ASSOCIATION

2019

Digital Media Committee

Reconstructed the entire website which had a positive impact on the sign-up rate, improving it up to 70%.

CERTIFICATIONS

ACADEMY XI

2021

Service Design Elevate Course

Successfully completed a 10-week Service Design program at Academy XI and graduated with satisfactory marks.

TECHNICAL SKILLS

DESIGN TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Lightroom
Adobe After Effects
Adobe XD
Adobe Premiere Pro

INTERFACE & PROTOTYPE

Figma
Sketch
InVision
WebFlow
Balsamiq
Axure

INDUSTRY KNOWLEDGE

User Interface Design (UI Design)
User Experience Design (UX Design)
User Research
Customer Journey Mapping
Information Architecture
Wireframes
User Testing & Prototyping
Internal Workshops

REFEREES

Referees are available upon request.