



WENVI HIDAYAT
UI UX Designer

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summary

A User Interface (UI) and User Experience (UX) Designer with 6 years of professional experience. Possesses strong analytical and User-Centered design skills to create holistic research-driven solutions that solve users' and businesses' needs. Produces pixel-perfect visuals and includes usability heuristics into practice. Self disciplined and performs productively in working multi-task.

education

Master of Science Human Centered Design & Engineering, specialization in User-Centered Design

University of Washington

Seattle, WA, USA

Graduated in March 2016

GPA: 3.85/4.00

Projects:

Screenless (Children and Internet of Things)

Researched and designed mindful screen usage.

Google Cloud Monitoring

Planned and conducted usability testing on the monitoring platform. Provided design solutions.

The Parking People

Researched, designed and prototyped mobile app to help the parking problem in Seattle.

Bachelor of Arts Visual Communications Design

Purdue University

West Lafayette, IN, USA

Graduated in May 2009

Overall GPA: 3.74/4.00, Major GPA: 3.92/4.00

skill set

Design

Affinity diagram, branding, cross-screen, ideation, interface heuristic evaluation, information visualization, paper to high fidelity prototyping, storyboard, specking, usability testing, user flow, visual design, wireframing.

Research

Competitive analysis, contextual inquiry, interview, note taking, observation study, persona, site visit, surveys, user research.

Software and others

Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, HTML, CSS, Sketch 3, Justinmind, Axure RP, POP, InVision, Bootstrap, Tableau, Google DoubleClick, Arduino Uno.

Languages

English, Chinese Mandarin, Bahasa Indonesia.

work experience

UX Designer (contract via Aquent turned full-time)

Microsoft, Redmond, WA, USA

July 2016-current

- Redefine SharePoint and create beautiful out-of-the-box publishing and productivity experiences for 300 million enterprise users to collaborate on with their teams.
- Work closely with Research, PM and Engineering teams to analyze the user scenarios, conduct competitive analysis, conceptualize solutions, plan the information architecture, create the visual and interaction designs, prototype and iterate based on usability tests findings.
- The product has to be designed for accessibility.
- Design also has to work across different screen resolutions such as desktop, tablets, and mobile phones.

UI UX Design Graduate Intern

eBay Inc, San Jose, CA, USA

June 2015-September 2015

- Analyzed the user shopping flow on eBay.com, and did competitive analysis to review what have been done on e-commerce business.
- Ideate ways to implement advertising without disrupting the customer's experience.
- Identify opportunities to monetize.
- Approached design with mobile-first thinking.

Senior Digital Designer

Ogilvy & Mather / RedWorks, Singapore

April 2012-May 2014

- Contracted as a Screen Designer by Apple Inc and trained by Design Team in Cupertino. Supported 2013-2014 global products launches and geo launches for Australia, New Zealand, Singapore, Malaysia, Thailand and Indonesia.
- Conceptualized and designed digital deliverables for Ogilvy & Mather networks' campaigns such as website, online flash banners, Facebook and mobile applications, direct mailers, etc.
- Clients handled varies from American Express, Apple, Estée Lauder, InterContinental Hotels Group (IHG), SingTel, SGX, Prudential.



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work experience (continue)

UI UX Designer

Razer USA Ltd, Singapore (Asia-Pacific HQ)
June 2010-April 2012

- Provided design direction for Razer gaming peripherals' Software User Interface & Experience.
- Collaborated in the UI and UX designs of the Razer Switchblade. The innovative gaming device won the "Best of Consumer Electronics Show (CES)" award in 2011.
- Worked with global gaming brands such as Disney Tron, Blizzard (StarCraft II and World of War Craft), and Star Wars The Old Republic.
- Designed online marketing collaterals to drive global product launches, marketing and sales.
- Intense project management skill acquired from working parallelly with numerous time sensitive and cross-departmental projects.

Web Graphic Designer

PropertyGuru Pte Ltd, Singapore
December 2009-May 2010

- Designed digital and print marketing materials (eDM, e-newsletters, web banners, microsites, event flyers, brochures, etc) for *PropertyGuru*, *LoanGuru*, and their clients.
- Responsible of designing and producing the *PropertyGuru Times* magazine.

Student Designer

Helen on Campus magazine, West Lafayette, IN, USA
January 2009-May 2009

- Designed and directed the April-June issue's cover page design.
- In-charged of Fashion section's layout design.
- Responsible of designing an advertisement for Evan Todd, an AVEDA Lifestyle Salon.

Graphic Design Internship

Purdue Marketing & Media, West Lafayette, IN, USA
August 2008-May 2009

- Designed various prints that emphasized Purdue University's branding and identity.
- Updated texts, photos, designs and charts from existing brochures, booklets, etc.
- Gained knowledge in creating 2-Color and 4-Color prints.

Graphic Design Internship

Seyet LLC, West Lafayette, IN, USA
August 2007-December 2007

- Created informative poster and logo for client.
- Improvised work place communication skill.
- Developed basic 3D animation and story boarding skills.

activities and achievements

Patent applied for a Microsoft product solution
Inventor (2017)

Publication in Extended Abstracts of ACM CHI
(The Association for Computing Machinery's Computer Human Interaction conference)
Co-author and Designer of *SynKu: Exploring Cross-Sensory Perception through Mutual Articulation* (2015)

User Experience Professionals Association
Member & Volunteer (September 2014-present)

Purdue Undergraduate Art & Design Exhibition
Design works exhibited (2007, 2009)

Purdue University Dean's List & Semester Honor
Awardee (Fall 2005-Spring 2009)

The National Society of Collegiate Scholars
Member (March 2006-present)