

Tryanda Iman Setiawan

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About Me

I am a UI/UX Designer with over 4 years of experience in creating innovative and user-centered designs. Throughout my career, I have been involved in a wide range of projects, including mobile app development, website design, web app and e-commerce platforms. With strong expertise in crafting clean designs that prioritize functionality, I always strive to deliver solutions that are not only aesthetically pleasing but also provide optimal user experiences.

My excellent communication skills enable me to work effectively in cross-disciplinary teams, collaborating with developers, marketers, and stakeholders to achieve satisfying results. I believe that great design starts with understanding the user's needs, and I am committed to listening, analyzing, and translating those needs into intuitive and engaging digital products.

Skills

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|-----------------------|-----------------|
| - UI Designer | - UX Researcher |
| - Product Designer | - Figma |
| - Product Development | - Communication |

Working Experience

Oxbridge Technology (Medan, Indonesia)

UI/UX Designer (Nov 2021 – Now)

As a UI/UX Designer, I am responsible for designing intuitive and user-friendly digital experiences. I lead the design process from initial concept to final implementation, ensuring that user needs are met with functional and aesthetically pleasing solutions.

- Conduct user research and usability testing to gather insights and identify user needs.
- Create wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Collaborate closely with developers, product managers, and stakeholders to ensure designs align with business goals and technical feasibility.
- Develop and maintain design systems to ensure consistency across all digital products.
- Analyze user feedback and data to continuously improve the user experience.

PT. Laffa Kita Berjaya (Medan, Indonesia)

UI/UX Designer (March 2021 – August 2021)

As a UI/UX Designer, I conduct in-depth User Experience Research to ensure users have the best possible experience when interacting with apps and websites. I translate research insights into wireframes and design guidelines, establishing a strong foundation for intuitive user interfaces.

My role involves designing user interfaces, creating high-fidelity mockups, and developing interactive prototypes to visualize and test user flows effectively. Through an iterative design process, I ensure that the final product aligns with both business goals and user needs, delivering seamless and engaging digital experiences.

UIUX Designer (Medan, Indonesia)

Freelancer (December 2019 – Now)

- Conduct User Experience Research to provide users with the best experience when using the apps/web.
- Create a wireframe and design guideline that is the basic for creating a user interface.
- Creating user interface designs, Making mockup, and making prototyping.

PT. Telkom Indonesia, Tbk (Medan, Indonesia)

Survey Micro Demand (November 2016 – Januari 2017)

- Collecting data on Indihome telkom users, covering the Binjai, Stabat, Pangkalan Susu & Pangkalan Brandan areas, For the construction of fiber optic networks in 2017.
- Lead my team to win a project survey micro demand PT. Telkom.
- Managed to collect about 20 thousand telkom indihome users data and completed it within 2 months, from a target of 13 thousand users data and a deadline 3 months.

PT. Bypro Jaya Gemilang (Jakarta, Indonesia)

Stage Crew (Oktober 2014 – November 2015)

- Preparing for the event in the form of checking the location of the event, creating an event concept, making rundown events, looking for talents, negotiating talents fee. As well as being a stage crew during the event.

PT. Madina Madani Mining (Mandailing Natal, Indonesia)

General Administration Staff – Human Resource (Juni 2012 – September 2014)

- Fully responsible for checking personnel administration starting from attendance, completeness of PPE to payroll.
- Fully Responsible for employee recruitment, giving sanctions to employees who violate company SOP, and drafting company SOP.
- Successfully got a promotion to Human Resource Development after 5 months of joining the company.

Education**STIE Pelita Bangsa (2013 – 2017)**

Bachelor of economics management – GPA 3,17

Tunas Pelita High School (2007 – 2010)

Science major

- Became a member of Flag Raisers in 2008.
- Became a farewell committee and became a comedy-drama drafter during the farewell event