GRAPHIC & UI/UX DESIGNER

GABRIELLA SUDJONO

SKILLS

VISUAL DESIGN

Branding, Layout Design, Data Visualization, Illustration, Typography, Iconography, Photo Editing

UX METHOD

Information Architecture, Wireframing, Personas, Storyboarding, Usability Testing, Affinity Mapping, User Flows, Empathy Mapping, Sitemap, Anticipatory Design, Customer Journey, Low-Fidelity Wireframe, High-Fidelity Prototype

TOOLS

Figma, Miro, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketch, Invision

LANGUAGES

English and Bahasa Indonesia

EDUCATION

UI/UX Designer Career Track

Springboard
2021–2022

M.A. in Graphic Design and New Media

Academy of Art University
2013–2017

B.F.A in Visual Communication Design

Petra Christian University
2008-2012

CASESTUDY

uiuxgabriellasudjono

GRAPHIC DESIGN

gabriellasudjonodesigns

EMAIL

gabriella.sudjono@gmail.com

MOBILE

+1 (650) 307 9269

EXPERIENCES

Sterling Reeves Design Agency, UI/UX Designer   2022 • Remote

- Collaborated closely with a senior designer, project manager, and engineering lead to spearhead the redesign of a customer-facing website for a global leader in science videos.
- Played a vital role in the comprehensive redesign process, contributing to desktop and mobile website version improvements.

PetSwapp, UI/UX Designer   2022 • Remote

- Conducted heuristic evaluations, competitive analysis, and secondary research to gather insights.
- Designed new user flows and developed an interactive prototype based on findings.
- Conducted usability tests and created an exhaustive wireflow for smooth hand-off.

Datadog, Graphic Designer   2017–2020 • Manhattan, New York

- Revamped the Datadog's dashboard page on the website. Designed responsive layout for website, tablet, and phone. Responsible for creating layout, thumbnails, and image selection. Achieving a modern, refreshed design consistent with the branding system.
- Produced digital and printed materials for high-profile conferences, including AWS re: Invent 2019, attended by over a million people. Created engaging printed assets (flyers, signs, posters, booklets, schedules) and digital assets (landing pages, prize announce-ments, marketing email blasts) as the lead designer.
- Transformed content-heavy text into easily digestible formats for business pamphlets distributed to partners.
- Designed simplified engineering diagrams for internal and external audiences, enhancing comprehension of complex concepts.
- Created environment graphics for Datadog's New York and Boston locations, from wallpapers to signages. Managed the entire project as both designer and project manager, from start to finish. Led vendor selection, timeline management, and project execution for a smooth workflow.
- Developed various signage templates for internal use, promoting better communication

UI/UX EXPERIENCES

Assembliss   2022 • Remote

- Designed a social media app to discover local events and connect like-minded individuals.
- Performed primary and secondary research to identify user and business pain points. Conducted competitive and heuristic analysis, synthesized results, and crafted affinity maps, personas, and user journey maps.
- Applied UX design process to conceptualize and translate into high-fidelity prototypes. Conducted usability testing with both low-fidelity and high-fidelity proto-types, iterating as required.

Savr   2021 • Remote

- Conducted a five days Google Design Sprint to address business problems.
- Synthesized research, identified pain points, mapped user flows, and created rapid sketches and high-fidelity prototypes. Conducted usability testing and iterated design based on feedback.

Truvino   2021 • Remote

- Independently designed a user-friendly app for simplifying wine selection.
- Conducted secondary research and user interviews and created affinity maps, personas, and empathy maps. Designed information architecture, user flows, sketches, wireframes, low-fidelity and high-fidelity prototypes.
- Performed guerilla testing in the sketch phase and conducted usability testing with the high-fidelity prototype, iterating as needed.