Rahmat Rhomadoni

Junior UI/UX Designer & Researcher

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Location: Bandar Lampung, Indonesia

SUMMARY

Recently graduated with a degree in Informatics Engineering from University of Lampung, Dhoni is a passionate UI/UX Designer with around 2 years of experience who already successfully completed over 2 study cases and 5 real-life projects used by a wide range of users. His work has directly contributed to enhancing user experience and engagement across diverse platforms. Skilled in designing user interface, conducting user research, and collaborating with cross-functional teams to enhance customer satisfaction, He's eager to apply his expertise in a dynamic role that allows him to contribute innovative solutions and elevate the overall customer experience.

EXPERIENCES

UI/UX Designer Intern   South Jakarta, Indonesia (Hybrid)
PT Bank BTPN Tbk   September 2023 – September 2024

- Responsible as a UI/UX designer for an Agile squad with the focus on building features related to User Account Info, User Account Management, and General Information for User of the digital banking app.
- Translate comprehensive briefs from Product Owner into intricate and explorative designs, ensuring seamless alignment with business needs and development capabilities.
- Collaborate closely with business stakeholders to effectively understand and translate their needs into impactful design solutions.
- Successfully designed user flows and user interface for a feature that resulted in the activation of 253 companies and 2,135 registered users on the TOUCHBIZ app.
- Engage in an iterative design process, continuously refining designs until they meet both business and user requirements seamlessly, also fulfilled the Human-Centered Design principles.
- Conducted competitive research on both similar and different industries to gather valuable insights for creating innovative and user-centric UX design solutions.

UI/UX Designer Intern   South Jakarta, Indonesia (On-site)
PT Nusantara Infrastructure Tbk   February 2023 – June 2023

- Led 3 key projects of the company: Otto Parking, Nusantara Infrastructure Toll Apps (NITA), and Otto Admin.
- Improved performance and user experience using a systematic approach, focusing on Clean Design and User-Centered Design principles.
- Rebranding applications to align with the company's new vision, addressing UX violations, inconsistent iconography, and outdated appearance.
- Successfully designed a user-friendly dashboard, presenting vital information on a single screen, enhancing task efficiency.

Scholarship Awardee: Google UX Design Professional Certifications   Remote
Google Indonesia & Startup Campus   February 2023 – June 2023

- Earned Google scholarship in UI/UX Design, engaging in an intensive learning experience.
- Applied design process proficiently, focusing on user empathy, pain point analysis, ideation, and dynamic prototyping.
- Conducted impactful UX research through interviews and usability evaluations to inform effective design strategies.

UI/UX Research and Design (Apprenticeship)   Remote
Binar Academy   July 2022 – January 2023

In this apprenticeship, the points that I learned are:
- UX Research: Empathizing, Defining, Ideating, and Testing (Design Thinking), Making UX Research Objectives & Timeline, and Using UX Research Methods.
- UI Design: Prototyping Low & High-Fidelity Design in Figma (Design Thinking) and Maintaining the Design System.
- SDLC: Agile (Scrum) for Project Management.

PROJECTS

UI/UX Designer   September 2023 – September 2024
TOUCHBIZ (PT Bank BTPN Tbk)
Responsible as a UI/UX designer for a squad with a focus on building features related to User Account Info, User Account Management, and General Info of the app.

UI/UX Designer   July 2023
Adventure in Indonesian Sports Website
I designed an interactive and engaging interface, ensuring a seamless, and informative user experience website that blends the concept of 90s games with Indonesian sports history content. This project secured the 1st place Web Design award at the TIK Festival 2023 by Himpunan Mahasiswa Teknik Informatika dan Komputer Politeknik Negeri Jakarta.

UI/UX Lead, UX Researcher, and UI Designer   May 2023 – June 2023
Otto Admin (PT Nusantara Infrastructure Tbk)
I focused on optimizing the Otto Admin app's usability for an elderly demographic. After extensive UX research, I transformed its interface to prioritize clarity and ease of use. By employing User Centered Design, I streamlined information accessibility and task efficiency within a single desktop screen, enhancing the overall user experience.

UI/UX Lead, UX Researcher, and UI Designer   April 2023 – May 2023
PT Nusantara Infrastructure Toll Apps (NITA) Mobile Apps
I guided the redesign of the NITA app, ensuring alignment with rebranding objectives and addressing UX challenges. Employing consistent branding elements, optimized layouts, and intuitive navigation, I successfully revitalized the app's user experience, contributing to heightened engagement and overall user satisfaction.

UI/UX Lead, UX Researcher, and UI Designer   March 2022 – April 2023
Otto Parking (PT Nusantara Infrastructure Tbk)
I led the comprehensive redesign of the Otto Parking app. Tasked with rebranding alignment, I applied Clean Design and User-Centered Design principles, resulting in a cohesive and modern interface that resonated with users, achieving both visual consistency and enhanced user interactions.

UI/UX Lead, UX Researcher, and UI Designer   November 2022 – January 2023
Lawtronics
I led a collaborative effort in crafting an innovative legal service application. By designing an engaging user interface and enhancing the user experience, I established Lawtronics as a reliable solution for efficient and personalized legal assistance, ultimately eliminating the need for traditional legal searches. The result was a user-friendly platform that resonated positively with users, solidifying Lawtronics as a trusted and effective legal resource.

UI/UX Lead, UX Researcher, and UI Designer   September 2022
Do-Car
I innovated a user-centric car rental app using Attitudinal-Qualitative Interviews, Behavioral-Qualitative Diary Studies, and Attitudinal-Quantitative Usability Testing, aligning with ISO standards. The outcome: a streamlined interface, effective prototypes, and an enhanced user journey, redefining car rental with seamless innovation.

UI/UX Lead, UX Researcher, and UI Designer   August 2022 – September 2023
Rahmat Rhomadoni's Portfolio Website
I curated a comprehensive platform showcasing my professional journey. This website encompasses key elements, including my contact details, CV, certifications, LinkedIn profile, a showcase of projects I've undertaken, and a repository of frequently utilized UI/UX Design tools. The project reflects my commitment to a user-centric design that seamlessly encapsulates my skills, experience, and accomplishments in an easily accessible and visually appealing format.

UI/UX Lead, UX Researcher, and UI Designer   August 2022 – September 2023
Harian Muslim
Inspired by my parents, I crafted the "Harian Muslim" Android app for my Kredensial Mikro Mahasiswa Indonesia by Kemendikbud program's final project. Utilizing Dart programming language and the Flutter framework, this app caters to daily prayer needs with its concise interface. Incorporating features like "Daily Prayers," "Prayer Readings," "Ayatul Kursi," and "Morning-Evening Dhikr".

CERTIFICATIONS

First Winner of Web Design TIKFest 2023 Competition – Politeknik Negeri Jakarta (August 2023)

UX Design – Startup Campus Bina Bangsa Bersama Google (July 2023)

Google UX Design Specialization – Google UX Design Professional Certifications (July 2023)

Design a User Experience for Social Good & Prepare for Jobs – Google UX Design Professional Certifications (July 2023)

Responsive Web Design in Adobe XD — Google UX Design Professional Certifications (July 2023)

Create High-Fidelity Designs and Prototypes in Figma – Google UX Design Professional Certifications (June 2023)

Conduct UX Research and Test Early Concepts – Google UX Design Professional Certifications (May 2023)

Build Wireframes and Low-Fidelity Prototypes – Google UX Design Professional Certifications (May 2023)

Start the UX Design Process: Empathize, Define, and Ideate – Google UX Design Professional Certifications (April 2023)

Foundations of User Experience (UX) Design – Google UX Design Professional Certifications (March 2023)

UI/UX Research & Design – Binar Academy (January 2023)

EDUCATIONS

Informatics Engineering   2020 — 2024
University of Lampung – Bachelor of Engineering - BE   GPA: 3.81

Mathematics and Natural Sciences   2020
SMA Negeri 9 Bandar Lampung – High School Diploma

ORGANIZATIONAL EXPERIENCE

English Society University of Lampung (ESo Unila)
- Debate Team Leader (January 2022 — December 2022)
- Debating Mentor of ESo Goes to School (October 2022)
- Tournament Director of ESo LOVE-Comp 2022's Debate Competition (May 2022 — October 2022)
- Researcher of ESo Public Relation Department (April 2021 — December 2021)

Himpunan Mahasiswa Teknik Elektro Universitas Lampung (Himatro Unila)
- Person in Charge of Himatro English Class (April 2021 — December 2022)

University of Lampung (Unila)
- Chief Committee of Unila's Kompetisi Debat Mahasiswa Indonesia Selection & Training Center (June 2022)
- Chief Committee of Unila's National University Debating Championship Selection & Training Center (May 2022)
- Chief Committee of Unila's World University Debating Championship Selection (April 2022)

SKILLS

- **Hard Skills:** UI Design, UX Design, UX Research, Prototyping, Human Computer Interaction, Figma, Adobe XD, Usability Testing, Mobile App Design, Responsive Website App Design, Agile Methodologies, UI/UX Design Principles, Microsoft Word, Microsoft PowerPoint, Design to Business Analysis, Scrum, Design Handoff

- **Soft Skills:** Communication, Creativity, Problem Solving, Empathy, Attention to Details, Continuous Learning, Collaboration and Teamwork, Adaptability, Time Management, Analytical Thinking, Presentation and Public Speaking, User-Centered Design

- **Languages:** Indonesian (Professional), English (Intermediate)