

UI/UX Designer - 7 years of experience

ISMARINI BLELLY



ISMARINI2011@GMAIL.COM



+33 7 66 40 62 05
78500 SARTROUVILLE



[MY LINKEDIN PROFILE](#)

[MY PORTFOLIO](#)

LANGUAGE

English – Professional working proficiency

French - Professional working proficiency

Indonesian - Native

SKILLS

Product Design | User Research |
Wireframing | Figma | Design System
| Prototyping | Usability Testing |
Graphic Design | Photoshop | Adobe
Illustrator

EDUCATION

Master – Visual Art | 2014

Strasbourg University – France

**Bachelor - Industrial Design |
2010**

Paramadina University - Indonesia

EXPERIENCE

SENIOR PRODUCT DESIGNER

Kitani – Jakarta, Indonesia | Feb 2023 – Jul 2023

Develop mockups and prototypes for mobile and web platforms

Plan user research (usability testing, interview)

Manage a junior designer

SENIOR PRODUCT DESIGNER

GajiGesa – Jakarta, Indonesia | Mar 2021 – Nov 2022

Develop mockups and prototypes for mobile and web platforms

Build Design System in collaboration with other designers and engineers

Conduct user research (usability testing, interview)

Manage a junior designer

USER EXPERIENCE DESIGNER

Prudential Indonesia – Jakarta, Indonesia | Jan 2020 – Mar 2021

Create user flow and high fidelity mock-up for a life insurance mobile app

Work with marketing team to improve conversions and active users

Work with data analysts and researchers to get insights from quantitative and qualitative data

Create communication tools (flyers, KVs for social media and website..)

USER EXPERIENCE DESIGNER

XL Axiata – Jakarta, Indonesia | Oct 2018 – Jan 2020

Produce documentations: scenarios, wireframes, visual designs, low and high fidelity mockups and prototypes

Conduct user research collaborating with UX researchers

USER EXPERIENCE DESIGNER

OnlinePajak – Jakarta, Indonesia | Mar 2016 – Oct 2018

Develop mockups and prototypes

Produce and manage visual assets (icons, illustrations...)

Conduct user research collaborating with UX researchers

Create a unifying design system

GRAPHIC DESIGNER

Candide – Strasbourg, France | Mar 2014 – Apr 2014

Create designs and layouts for magazine, newsletters and event materials

Produce branding materials (logos, icons...)