



		<h1>leni tjahjadi</h1>								
Phone +6281380887801		Email lenicydee@gmail.com		Website lenitjahjadi.wixsite.com/website						
				 JAKARTA INDONESIA						
<h2>education</h2>			<h2>skills</h2>							
2013 - 2017 Bachelor of Arts (Hons) Graphic Design & Multimedia at Tunku Abdul Rahman University, Malaysia			Product Design, UI Design, UX Design, User Research, Design Leadership, Content Creation and Strategy, Copywriting, Basic HTML & CSS.							
<h2>work experiences</h2>										
 TVS Digital Feb 2023 - present Digital Designer Singapore		<p>Roles, responsibilities, and achievements:</p> <ul style="list-style-type: none">• Organise and lead the design teams' work with a more efficient design system and workflow to be used throughout the Autotech division.• Conduct user research activities related to the automotive industry and presenting findings to the management team.• Collaborate with the engineering and data team to come up with a solution that tackles users, business, and data problem.• Started learning & practicing programmes to build and nurture design team's design skills.• Design the interface and workflow of Salesperson App and Management Dashboards to be used in one of Indonesia's largest automotive dealers with over 1000+ vehicle salespeople as users.• Creating Vehicle Master List: a collection of clean database of more than 200,000 2-wheel vehicles in Philippines.								
<div>➤ Design Leadership</div> <div>◇ Design System</div> <div>🔍 User Research</div>										
leni tjahjadi Freelance (Leni Tjahjadi) Nov 2021 - Feb 2023 Interface Designer & Researcher Indonesia		<p>Roles, responsibilities, and achievements:</p> <ul style="list-style-type: none">• Increased the visual art skill by creating the interface for various clients.• Conduct user research for industries I am passionate for to help the community grow (such as health, animals, and the environment).• Collaborated with designers from all levels of expertise, business developers, and developers to turn their ideas into reality.• Worked with some of the best clients include Zensite, a product design agency, Kotoba, a language learning product, and Malaysia's Ministry of Education.• Developed a better problem solving skills by exposing myself to various clients and the problems they are trying to solve.								
<div>🔥 Problem Solving</div> <div>🔍 User Research</div> <div>🛠 Interface Design</div>										

<div></div> <div>Snappymob Sep 2019 - Oct 2021 UI/UX Designer Malaysia</div> <div><div> Problem Solving</div><div> Interface Design</div><div> User Research</div></div>	<p>Roles, responsibilities, and achievements:</p> <ul style="list-style-type: none">• Designing the experience and interface for website and mobile applications.• Enhanced the skills in learning about shared components and how it's used throughout the product with the CSS Framework.• Learned about niche industries and designing for complex products, such as for medical research, fertiliser supply, and traffic timing system.• Collaborated with developer team to help solving technical problems.• Conducted research on technical expert users to understand how they work and how to build products to assist and improve their work process.
<div></div> <div>iflix Sep 2018 - May 2019 Graphic Designer Malaysia</div> <div><div> Problem Solving</div><div> Interface Design</div></div>	<p>Roles, responsibilities, and achievements:</p> <ul style="list-style-type: none">• Creating marketing graphics & visuals and designing the main direction of micro campaigns• Promote iflix's contents through various channel such as email marketing, responsive banner, and social media post.• Came up with a few campaigns' direction and successfully ran it through different channels, such as for Outdoors channel and helped to contributed some ideas for iflix Malaysia's CNY 2019 campaign.• Created responsive graphic to be used throughout iflix's platform.
<div></div> <div>Speedrent (now Speedhome) Sep 2017 - Aug 2018 UI/UX and Graphic Designer Malaysia</div> <div><div> Interface Design</div><div> User Research</div></div>	<p>Roles, responsibilities, and achievements:</p> <ul style="list-style-type: none">• Made the home renting process simpler and easier proven by the increase of converting leads by ~20%.• Assisted in the increase of landlord sign up rate by ~30%• Improving the responsive website to have a cleaner and more intuitive UI.• Conducted user research to understand both landlords and tenants' problem and pain points when it comes to renting.• Created marketing direction that address the pain points and convey how Speedrent can help.• As a sole designer at Speedrent, I took care of all the designs needed in which include both the marketing graphics for the offline/online campaigns and their digital products (mobile apps and website).• Producing contents for Speedrent's social media such as video, animations, and image carousels.• Talking to customers as a customer service and address their enquiry while gathering insights for the product design.