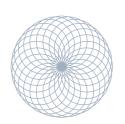
Resume 2024



## leni tjahjadi

**Phone** 

+6281380887801

#### **Email**

lenicydee@gmail.com

#### Website

lenitjahjadi.wixsite.com/website



## education

skills

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.

# work experiences



#### **TVS Digital**

Feb 2023 - present Digital Designer Singapore

Design Leadership

Design System

Q User Research

Roles, responsibilities, and achievements:

- 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.

### leni tjahjadi

#### Freelance (Leni Tjahjadi)

Nov 2021 - Feb 2023 Interface Designer & Researcher Indonesia

Problem Solving

Q User Research

Interface Design

Roles, responsibilities, and achievements:

- 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.

Resume 2024

## snappymob.

#### Snappymob

Sep 2019 - Oct 2021 UI/UX Designer Malaysia

Problem Solving

C Interface Design

Q User Research

#### Roles, responsibilities, and achievements:

- 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.



#### iflix

Sep 2018 - May 2019 Graphic Designer Malaysia

Problem Solving

C Interface Design

Roles, responsibilities, and achievements:

- 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.

### **SPEEDHOME**

#### Speedrent (now Speedhome)

Sep 2017 - Aug 2018 UI/UX and Graphic Designer Malaysia

C Interface Design

Q User Research

Roles, responsibilities, and achievements:

- 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.