INDIRA WINDIASTI

Visual/UI, UX, Digital Designer
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San Francisco, California

ME

UI/UX, Visual, Digital Designer – Helping businesses create compelling visual design language to connect with their audience.

SKILLS

Mastery of:

- Visual Design
- Digital Design
- UI/UX Design
- Prototyping, Wireframing
- Responsive Web Design
- Color Theory
- Data Visualization
- Project Management
- Photography
- Web Accessibility
- Typography
- Marketing
- Interactive and Digital Content
- Content Strategy and Design

Software:

- Adobe CC and AEM
- Figma
- HTML/CSS
- Sketch
- Invision
- Google G Suite
- Microsoft Office 365
- Ceros
- Keynote
- Analytics
- Miro
- CMS
- Jira
- Agile Principles
- A/B Testing Optimization

EXPERIENCE

UI/UX Designer 2021-2023
VSP Vision Care contract by Volt | Rancho Cordova, California (Remote from San Francisco)
Working as UI/UX designer, providing users with responsive design solutions to solve their needs through information architecture, visual interaction design, and prototyping.

- Responsible for designing high-fidelity consumer-facing digital products and experiences at scale.
- Building and maintaining a design system, helping to better define accessibility standards across the brand, and working in an agile environment with cross-functional partners to improve user experience across VSP Vision brands.

UI/UX Designer 2020-2021
Keysight Technologies | Santa Clara, California (Remote from San Francisco)
Worked as UI/UX Designer as part of the Web Marketing team. Designed and prototyped graphic user interface elements.

- In collaboration with the branding team, created a homepage redesign, implemented visual and interactive elements on the front end for a responsive design.

- Working with stakeholders from different time zones, updated and added new functionality to Keysight.com web overhaul, as well as optimized responsive web experience that is more intuitive to users and that helps them navigate the site smoothly.
- Designed and developed special landing pages to support the brand marketing message.
- Created and expanded online brand guidelines and design libraries.

Brand Marketing Designer 2019-2020
Tibco Software Inc. **|** Palo Alto, California
Created design solutions for website, omni-channel marketing campaigns, emails, landing page and paid media banners, as well as branding assets and sprint guidelines for company events and tradeshows. Efficiently worked on multiple projects, collaborating with other designers and stakeholders in different time zones, using agile principles to keep all work on track.
- Key member of the team that redesigned the Tibco Jaspersoft website working on the visual design and UI. Completed visual updates for the entire website within a short deadline.
- Partnered cross functionally to design Interactive Tibco MIT data analytics report studies. Used new interactive software and increased digital downloads after its launch.
- Spearheaded visual branding identity for a Tibco Now 2020 event in September 2020.

Senior Digital Designer 2017–2018 (Promotion)
Digital Brand Marketing Web Designer 2016–2017 (Promotion)
e-Commerce Web Designer 2011–2016
Sanrio, Inc. | South San Francisco, California
Created digital visual content and user experiences. Produced visually appealing digital assets for e-commerce responsive web design, graphics, and multimedia content. Designed marketing campaigns, social media, advertisements, and other promotional materials. Adapted digital content to ensure it functions well across various devices and screen sizes.
- Led design and creative direction for the Sanrio.com responsive website redesign. Redesign included visual design update, UI/UX for navigation, categories and product details pages, checkout process, emails, interactive content, blogs, brand digital design systems, social and digital marketing initiatives.
- Increased mobile conversions after the redesign launch of the responsive websites.
- Improved efficiency and streamlined the production process for creative digital team members.
- Created new and expanded digital brand guidelines and design libraries.

EDUCATION

School of Web Design and New Media, Academy of Art University
Second Degree Bachelor of Fine Arts 2009–2011, San Francisco, California

School of Advertising, Academy of Art University
Master of Fine Arts 2003–2006, San Francisco, California

School of Photography, Trisakti University
Bachelor of Fine Arts 1998–2002, Jakarta, Indonesia