





Yosie Octavia

UX Designer with Master's degree in Psychology

Contact

-  +46 700 33 74 78
-  yosie.octavia@gmail.com
-  www.yosieoctavia.com
-  github.com/yosieoctavia

UX designer with a Master's degree in Psychology and knowledged in Frontend Development.

Experienced in end-to-end process in UX Design and Research: user interview & survey, persona, information architecture, all the way up to design handover to the developers. Proficient in design tools such as in Figma, Adobe C-Suite incl. XD and Illustrator, Balsamiq, UsabilityHub, Miro and Mural.

Experience

Product Designer

BlueCall (Sweden) | Feb 2021 – present

- Redesign the native app and work on the entire product discovery process, product planning, and implementation process to increase user activation.
Impact: The amount of new unique users increased 57% in the first 30 days since the new features I designed were launched.
- Plan and conduct user research and usability testing, present the result to the stakeholders and adjust the prototype accordingly.
- Collaborate with stakeholders to further enhance the user experience.

UX Design Consultant

UR / Utbildningsradio (Sweden) | Jan – Feb 2021

(Hyper Island Student Project) I and five fellow UX Design student worked together to find design solution to increase user engagement and retention for UR platform and social media.

UX Design Consultant

Ridely (Sweden) | Nov – Dec 2020

(Hyper Island Student Project) To increase user activation on Ridely's native app, I and five fellow UX Design student worked together to provide design solutions that produce network effect.

Digital Content Creator

Pink Programming (Sweden) | 2019–2020

- Responsible for creating and publishing marketing content, and responded to followers on the company's social media accounts.
- Designed and created webpage on Pink's website, and performed email marketing for the Summer Camps 2020 project.

HR Consultant

Bisnode (Sweden) | 2018–2019

- Supporting HR Department on Global level pertaining systems e.g. HRIS, LMS, Performance Management and Employee Engagement systems among other things.
- Important contributions:** employer branding setup and content provision for the Preboarding Portal, HRIS setup for Internal Communications and Talent Plan, pioneered monthly webinars on Bisnode's LMS

Training & Development Manager

Colliers International (Indonesia) | 2015–2017

Learning & Development Supervisor

Zurich Insurance (Indonesia) | 2013–2015

People Development Officer

Indonesia Stock Exchange (Indonesia) | 2011–2012

Recruiter

Darya – Varia Laboratoria (Indonesia) | 2010–2011

Education

UX Design, Vocational Diploma

Hyper Island

2020–2021

Psychology, Master's Degree

University of Indonesia

2008–2010

Psychology, Bachelor's Degree

Airlangga University

2002–2007

UX Skills

User Research
Information Architecture
Persona
Wireframing & Prototyping
Journey Mapping
A/B Testing
Card Sorting
Usability Testing
Email Design
Motion Design
Project Management
Frontend Development

Tools

Figma
Balsamiq
HTML/CSS/JavaScript
Adobe XD
Illustrator
Photoshop
InDesign
UsabilityHub
Maze
Miro
Mural
Jira
Trello