

JOSHUA SANTOSO

UX Designer & Usability Geek

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🌐 <http://desant.io>

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EXPERIENCE

UX Designer

GetCRAFT

May 2017 – Present

- Expanded payment term flow from 1 to 3 to accommodate Indonesian payment preferences and tax regulations
- Fixed the previously non-functional service creation flow in the creator marketplace, resulting in 85.7% task completion rate in the first usability test
- Tidied up marketplace service information architecture by ensuring all 50 branches and 3 levels to be mutually exclusive and collectively exhaustive for SEO. Mapped the result in a flowchart to be used by 3 different departments, also set up UI convention in Sketch
- Improved approval rate in admin panel from 20.8 users per day to 99.7 users per day (379.3% increase) by collaborating with the network and tech team

UI/UX Designer

Dekoruma.com (Short term contract)

March 2017 – April 2017

- Designed and prototyped the app interface for onboarding, ordering, and checkout flows in collaboration with tech and creative team.

UI/UX Designer

Stoqo Technologies (Short term contract)

December 2017 – January 2017

- Conducted field research and validation using mobile prototype to restaurant owners and managers in Central and West Jakarta
- Designed the first stages of the app based on Material Design

Creative Designer

GAIA Cosmo Hotel

October 2015 – September 2016

- Provided brand design and guidelines for both the cafe and restaurant from the ground up
- Managed partnerships with design firms, content writers, and printing studios to procure hotel equipments and designs, including staff uniforms and restaurant dishes

Illustrator & Creative Designer

Cuatrodia Studio

October 2014 – October 2015

- Designed animation assets while mentoring 5 junior designers in live projects for Blue Bird Group, Adidas, and Telkomsel among others.
- Planned creative strategy and story board for Aeon Mall TVC, BINUS ASO, Telkomsel T-Drive, My Blue Bird, and 2015 Indonesia's Economic Report by Bank Indonesia.

ACHIEVEMENTS



Won a startup weekend event

in Dec 2016 hosted by TechStars as first winner and most favoured team. Led and supervised the design team in prototyping and validating the mobile app Learnly within 28 hours.



Designed a new restaurant brand

in under 2 months, utilizing mini surveys to do a strategic branding. The restaurant has maintained a steady 80% occupancy for the first 3 months.



Coded my personal portfolio website

<http://desant.io> after 2 months of intensive learning using basic HTML5, CSS and Java.

EDUCATION

B.A. in Visual Communications

Universitas Pelita Harapan

2009 - 2013

- Honor graduate with GPA 3.56 out of 4.0 (cum laude), full marks in Aesthetics and elective Math
- Head of Internal Communications in student body during 2010-2011

Natural Science Degree

SMAK 1 Penabur Jakarta

2006-2009

TECHNICAL SKILLS

- User research
- Lo/Hi fidelity wireframing with Sketch
- Rapid prototyping with InVision, Marvel, Framer
- Front-end development
- Graphic design with Adobe Illustrator, Photoshop and Indesign

LANGUAGE SKILLS

Native Indonesian speaker, actively carries out conversations in English daily, earned N4 Japanese within 2 months