



**JOSHUA  
SANTOSO**  
UI/UX DESIGNER  
& TYPO GEEK

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## SUMMARY

I'm a graphic designer with experience in branding, UI/UX and strategy. By 2017, as the world adapts to apps to make life easier, I too am shifting my focus and talents to tech startups.

## EXPERIENCE

2017

### UI/UX Designer

**Dekoruma.com** (Freelance)

- Designed the app interface details for order details page and onboarding carousels.

2016

### UI/UX & Brand Designer

**Stoqo Technologies** (Internship)

- Established the first stage of mobile app interface and brand guidelines based on User Centered Design and market analysis.

2016

### UI/UX & Brand Designer

**Learnly - Smarta** (Personal, part time)

- Conduct user research, design the app interface, set up the brand & visual guidelines, also provide the marketing colaterals for business team

2016

### Brand Consultant & Art Director

**Brandt's Atelier Restaurant** (Freelance)

- Established the restaurant brand in 1 month after a thorough market research. Directed 2 teams of mural artists, the restaurant overall look and brand language often times remotely.

2015

### Creative Designer

**GAIA Cosmo Hotel**

- Established the hotel brand from zero-up
- Mentored a junior designer in Jogjakarta

2014

### Illustrator & Creative Designer

**Cuatrodia Studio**

- Mentored 5 junior designers in live projects for Blue Bird Group & Adidas, among others.
- Planned creative strategy and story board for Aeon Mall ad & Bank Indonesia profile.

## ACHIEVEMENTS



### Won a startup weekend event

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

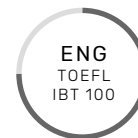


### Coded my personal portfolio website

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

## LANGUAGE SKILLS

Born in Indonesia, reads English literatures regularly, picked up N4 Japanese in 2 months



## EDUCATION

### B.A. in Visual Communications

**Universitas Pelita Harapan**

2009 - 2013

- Graduated with GPA 3.56 out of 4, full marks in Aesthetics and (mixed) Math class final test
- Head of Internal Communications in student body during 2010-2011

### Natural Science Degree

**SMAK 1 Penabur Jakarta**

2006-2009

## REFERENCE

### Aswin Andrison B.Sc., B.E., M.B.A.

**Founder & CEO of Stoqo Tech**

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