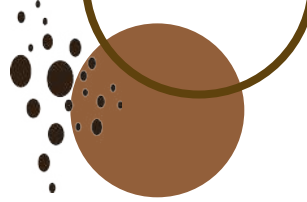




# NATASYA METTA WIDJAJA

PRODUCT DESIGNER | DESIGN RESEARCHER



## CONTACT

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<http://natasyametta.com>

## SOCIAL

@nm.works

[behance.net/nmworks](https://behance.net/nmworks)

[linkedin.com/in/nmwidjaja](https://linkedin.com/in/nmwidjaja)

## EDUCATION

### Web Content Writing | 09/21 - Present

Udemy  
E-Learning Course (Online)

### Fundamentals of Digital Marketing | 10/20 - 11/20

Google Digital Garage  
E-Learning Course (Online)

### UX Design Course | 05/20 - 10/20

CareerFoundry  
Berlin, Germany (Online)

### Exchange Semester - Industrial & Exhibition Design | 01/16 - 05/16

National Institute of Design  
Ahmedabad, India

### Bachelor of Arts - Interior Design | 09/11 - 07/16

Hochschule Hannover- Hannover University of Applied Sciences and Arts  
Hannover, Germany

## SKILLS

### Software

Adobe XD	Notion
Figma	Slack
Balsamiq	ClickUp
Marvel	WordPress
InVision	Rhino 3D (V-Ray)
Adobe InDesign	SketchUp
Adobe Photoshop	ArchiCAD
Adobe Illustrator	AutoCAD
Miro	Ms Office

### Design

Design & Field Research	Material Studies
User Experience	System Design
User Research	Creative Thinking
User Persona	Design Thinking
User Interface	Design Language
Usability Testing	Design Documentation
Lean & Agile Design	Interior Design
Human Interface	Graphic Design

## PROFESSIONAL EXPERIENCES

### Product Design

#### UI/UX Lead | 09/21 - Present

Ekosis  
Jakarta, Indonesia

#### UI/UX Designer (Intern) | 06/21 - 09/21

Rekosistem  
Jakarta, Indonesia

Tasks:

- Designed the wireframes & high-fidelity prototypes for Help Center & FAQ on the mobile app.
- Revamped Profile, Rekopoints, & Rewards features.
- Arranged & managed schedule for user research.
- Prepared the materials for quantitative & qualitative user research.

#### UI/UX Designer (Freelancer) | 05/21 - Present

Logos ID  
Jakarta, Indonesia

Tasks:

- Designed the wireframes for microsite.
- Prepared the materials for quantitative & qualitative usability testing.
- Conducted the A/B testing and qualitative user testing.

## Interior Design & Project Management

### Interior Designer & Project Manager | 10/17 - 04/20

Gruschwitz GmbH  
Munich, Germany

Projects: Retail & Hospitality

Tasks:

- Established the basis of the projects & planned the preliminary designs on CAD.
- Rendered deliverable high-end 3D drawings.
- Executed detailed furniture construction drawings.
- Built building permission application.
- Controlled & documented the entire projects' process.

### Interior Designer | 04/17 - 08/17

roomanddesign  
Augsburg, Germany

Projects: Bakeries, Grocery Store, Residential, & Furniture Design

Tasks:

- Established the basis of the projects & planned the preliminary designs on CAD.
- Rendered deliverable high-end 3D drawings.
- Executed detailed furniture construction drawings.

# PROJECTS

## UI/UX Design

### InkTank - Tattoo App | 06/20 - 09/20

<https://www.behance.net/gallery/104969969/InkTank>

A design project of a tattoo app as part of the UX design certification course at CareerFoundry. The project entails:

- Analyzed 2 other competitors who are currently active on the tattoo app industry.
- Ran an 2 days user survey with 53 participants.
- Built 3 user personas alongside their user flows & journey based on the user interviews that have been conducted with 4 potential users.
- Created the sitemap (Information Architecture) which refined by card sorting.
- Designed 10+ low-, mid-, & high-fidelity prototypes
- Facilitated both in-person & remote usability tests to inform further iterations.
- Refined & documented the project before delivered to the developers & stakeholders.

### Polyglotte - Vocabulary Learning App | 05/20

<https://www.behance.net/gallery/98375065/Polyglotte-Vocabulary-Learning-App>

A design project of a vocabulary learning app as part of the UX design certification course at CareerFoundry. The project entails:

- Analyzed 3 other competitors who are currently active on the language learning app industry.
- Built a user persona alongside the user flows & journey based on the user interviews that have been conducted with 3 potential users.
- Designed 4+ low-, mid-, & high-fidelity prototypes.
- Facilitated both in-person & remote usability tests to inform further iterations.
- Refined & documented the project before delivered to the developers & stakeholders.

## Others

### What's Up Paris? | 11/16 - 12/16

Architecture/Experience Design Competition  
Paris, France

A space atmosphere at the Champs de Mars, Paris. The aim was to trigger people to use less mobile phone & urge them to interact with each other. The project was initiated by reTHINKING Architecture Competitions.

### Modepreis Hannover 2015 | 07/15

Stage Design- Fashion Show  
Hannover, Germany

<https://www.behance.net/gallery/99317139/Modepreis-Hannover-2015>

Fashion show for the bachelor projects of the fashion design students of the University of Applied Sciences & Arts Hannover.

# VOLUNTEER WORKS

### WordPress Web Developer | 07/20 - 10/20

Mandelzweig-Projekthilfe e.V.  
(Remote) Hamburg, Germany

- Maintained the content of the website using WordPress.
- Crafted the backoffice homepage, extranet.

### Volunteer Worker | 2016 - 2017

TEDx Hannover  
Hannover, Germany

- Managed the events for approx. 50 participants.
- Created the event digital advertisements & invitations.

### Graphic Designer | 2015 - 2017

BUGI e.V.  
Hannover, Germany

- Created digital posters.
- Designed digital advertisements & invitations for the social events.

### Chairwoman | 2012 - 2013

PPI Hannover- Indonesian Students Organization  
Hannover, Germany

- Delegated the organizational tasks.
- Initiated a music festival event, Gaung Garuda 2013.
- Led internal & external meetings.
- Built networks with other active organizations.

# LANGUAGES

## Native/Bilingual Proficiency

English  
German  
Indonesian

## Elementary Proficiency

Mandarin Chinese  
Spanish

# INTERESTS

Education  
Social Works  
Handcrafts  
Languages  
Gardening  
Traveling  
Hiking  
Photography  
Barista Art

# OTHER SKILLS

Project Management  
Leadership  
Digital Marketing  
Web Content Development  
Handsketching  
Handcrafting (Pottery)

