

# NATASYA ADISTANA

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## EDUCATION

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Nanyang Technological University, Singapore

Aug 2016 - May 2020

**Bachelor of Fine Arts in Product Design**

Specialisation: UI/UX research and design

Relevant Coursework: Human Computer Interaction, Interface Design, User Experience in Design

## ACADEMIC PROJECTS

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**NTU Final Year Project: My Museum (UI/UX for emerging technology & life-style)** Aug 2019 - May 2020

- An individual project of mobile application development for a well-researched user-centric museum visit experience in the context of students in Singapore.
- Conceptualized for a whole journey of preparation, design and evaluation of My Museum experience and interface.
- Included primary and secondary research, user flow, information architecture, sketching, wireframing, prototyping, usability testing, user journey.

**UI/UX Designer and Researcher of CATour (Individual project)**

Aug 2019 - Nov 2019

- A new application feature development on NTU Mobile App to raise awareness and introduce NTU Museum to ADM Undergraduate Freshmen.
- Generated extensive research, evaluative ideation, design and assessment of experience and interface.
- Included market-based research, user flow, information architecture, sketching, wireframing, prototyping, usability testing, user journey.

**UI/UX Designer and Researcher of SERENITY (Pair project)**

Jan 2019 - Apr 2019

- A productivity app development project based on serendipity as a quantifiable element to increase the user's level of serendipity to lead a more efficient and fulfilling life.
- Headed the user-centric design process and analysed reasonings to create user-friendly experience; included user flow, information architecture, wireframing, prototyping, usability testing, user journey.
- The project was graded A+ and was selected to be part of Jurong Innovation District exhibitions at West Gate Mall and NTU Marketplace.

**Interface Designer of ScooTOUR (Group project)**

Oct 2018 - Nov 2018

- A project of cognitive ergonomics concept application for existing PMD schemes.
- Collaborated for preparation, design and evaluation of its experience and interface in order to visualize a simplified and user-friendly interface; included user flow, information architecture, sketching, wireframing, prototyping, usability testing.

**UI/UX Designer and Researcher of P!nk (Individual project)**

Aug 2018 - Nov 2018

- A proposal about a user-centric shopping system allowing customers to have productive waiting time and ease shop assistants' work by the application of emerging technologies.
- Proposed and planned user experience and user interface to produce improved fitting room experience for customers and collected reliable data for shop management; included research, ideation, branding, interface design for mobile app and new tool, customer experience.

## WORK EXPERIENCE

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**Digital UX/UI Intern of Danone Nutricia Research, Digital Team**

Jan 2020 - Present

- Conduct market research study and transform data and ideas into visual elements and prototypes.
- Brainstorm ideas and feedback relevant for the business and digital needs.
- Construct and develop new interfaces and its digital elements for various new features and services for consumers in the digitalisation of Danone Company.
- Initiate, discuss and design high-level wireframes and apps development process with internal teams and external partners.
- Visually support development of ongoing digital tools projects such as mobile applications and connected devices development.

## Graphic Designer, Video Editor, Photographer of NTU Library

Aug 2017 - Dec 2019

- Create original design ideas and creatively adapted existing composition to satisfy various design intentions and assure the meeting of criteria requirements for different collateral materials.
- Produce high-quality photos and videos to create visually pleasing and organised records of events.
- Communicate closely with more than 2 other departments to fulfil various ad-hoc requests.

## CO-CURRICULAR AND VOLUNTARY ACTIVITIES

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### Producer of ICN Cultural Production

Mar 2019 - Mar 2020

- Initiate and lead ICN 11<sup>th</sup> production, a professional student-run production of 121 members with missions to introduce and showcase Indonesian cultural heritage in Singapore.
- Communicate with the Embassy of Indonesia in Singapore official representative, corporate sponsors and 14 student associations in Singapore to maintain amiable relationships.
- Manage budgeting and spearheads fundraising events to raise SGD 60,000 and marketing plans to reach 1000 audience.
- Organize one year work allocation and implement restructuring to build strong communication between 3 divisions consisting of 11 portfolios in order to ensure targets and deadlines are achieved.

### Secretary of Indonesian Students Association in NTU (PINTU)

Sep 2017 - Oct 2019

- Trusted to serve as Secretary position for 2 consecutive terms of PINTU XVI and PINTU XVII.
- Initiated a new information system between 3 ad-hoc committees and 8 divisions involving more than 200 Indonesian members to create an effective communication platform and social media management.
- Arranged and satisfactorily executed freshmen welcoming ceremony events involving 80 freshmen and two Annual General Meetings inviting more than 200 participants.
- Monitored, analysed and vetted formal letters, reports and publications of PINTU to ensure creation of organized data and presentable documentation throughout 2 years of commitment.
- Managed a total of 3 divisions of 30 members to maintain daily operation of PINTU committee.

### Head of External Affairs of ICN Cultural Production

Mar 2018 - Mar 2019

- Served and directed a team of 60 people in order to gain sponsorship and fundraising (Corporate Liaison), evaluate marketing and promotional strategy (Marketing, Ticketing and IT) as well as prepare branding and publication material (Publicity and Publication).
- Liaised with 23 partner companies and secured SGD 58,000 sponsorship fund.
- Monitored production budget for and proudly achieved profit of SGD 11,133.02.
- Devised marketing strategies to reach over 1000 publication outreach and achieved a target of 900 ticket sales for two show times in Drama Centre Theatre, National Library Building.

## SKILLS

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**Software Knowledge** Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, PremierPro, Lightroom, After Effects), Figma, Sketch, InVision, Rhinoceros, Keyshot, Cura, Microsoft Office

**Interests** User experience design, user interface design, visual design, data visualization, persona, sketching, wireframing, interface prototyping, user testing, survey, 3D modelling, 3D printing, photography, videography

**Languages** Bahasa Indonesia (Native), English (Fluent), Malay (Fluent)

## AWARDS AND ACHIEVEMENTS

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- Certification: Interaction Design Foundation Membership Jul 2019 - Present
- Singapore Ministry of Education Scholar, School-Based Scholarship Recipient Jan 2012 - Dec 2015
- Science Programme Scholar, SAJC Talent Development Programme Feb 2014 - Dec 2015
- Award: St. Andrew's Junior College Service Award Apr 2015
- Award: SAJC 37<sup>th</sup> Student Council Meritorious Award Apr 2015
- Malay Dance: Certificate of Distinction for SYF Arts Presentation Feb 2013