INDIRA WINDIASTI

Visual, UI/UX, Digital Designer
www.indiracreative.com
iwindiasti@gmail.com
+1 415 218 6975
San Francisco, California

ME

Results-driven Visual, UI/UX, and Digital Designer skilled in creating engaging, user-centered designs that enhance user satisfaction and strengthen brand identity across platforms while achieving impactful results.

SKILLS

Mastery of:

- Visual Design
- Digital Design
- UI/UX Design
- Prototyping, Wireframing
- Responsive Web Design
- AI Powered Tools
- Data Visualization
- Project Management
- Photography
- Web Accessibility
- Typography and Color Theory
- Marketing
- Interactive and Digital Content
- Content Strategy and Design
- Design System

Software:

- Adobe CC and AEM
- Figma
- HTML/CSS
- Sketch
- Jira
- Google G Suite
- Microsoft Office 365
- Ceros
- Keynote
- Analytics
- Miro
- CMS
- AI Generator
- Agile Principles
- A/B Testing Optimization

EXPERIENCE

Brand Founder and Content Designer 2024-Current
Bumbu Dapur (Boom-boo Da-poor) | San Francisco, California
Founder and creative lead of an Indonesian spice and food products brand, working on brand development, content creation, and creative design.

- Crafting a cohesive brand identity that highlights authentic Indonesian flavors while appealing to a global audience.
- Creating visual assets, developing content that tells the story and the use of the products, and driving the overall brand vision.
- Ensuring that all design elements—from packaging to digital media—are aligned with the brand values.

UI/UX Designer 2021-2023

VSP Vision Care contract by Volt **|** Rancho Cordova, California (Remote from San Francisco)

Worked as UI/UX designer, focusing on providing users with responsive design solutions to address their needs through information architecture, visual interaction design, and prototyping.

- Designed high-fidelity, consumer-facing digital products that optimized UI/UX to boost user engagement and satisfaction, leading to enhanced digital experiences.
- Developed and maintained VSP's digital brand guidelines, establishing WCAG 2.1 accessibility standards. Supporting scalable design practices across the VSP Vision Care brand.
- Actively collaborated in an agile, cross-functional environment to elevate user experience across VSP Vision brands while ensuring seamless integration of design and functionality across platforms.
- Redesigned and launched choosevsp.com website. Aligning the site with broader VSP brand guidelines, improving accessibility and enabling faster user journey. Resulting in higher customer satisfaction as users found information more easily.
- Designed visually engaging, strategically varied assets to test hypotheses on user behavior by creating multiple versions of key elements such as layouts, buttons, images, and CTAs while maintaining brand consistency.

UI/UX Designer 2020-2021

Keysight Technologies **|** Santa Clara, California (Remote from San Francisco)

Worked as UI/UX Designer on the web marketing team, designing and prototyping user interface elements.

- In collaboration with the branding team, created a homepage redesign and implemented visuals along with interactive elements on the front end to ensure responsive design.
- Enhancing user navigation and site aesthetic. Optimized the responsive web experience to make it more intuitive for users, helping users to navigate the site smoothly, improved user satisfaction and reduced bounce rate.
- Designed and developed unique landing pages to support the brand marketing online promotional campaign.
- Developed design systems and interactive components, supporting large-scale website overhauls and improving overall site consistency.
- Conducted user research and testing, integrating insights into design updates that refind user journeys and reduced friction points.

Brand Marketing Designer 2019-2020

Tibco Software Inc. **|** Palo Alto, California

Developed and implemented design solutions for web, email, and paid media campaigns, increasing engagement rates and driving brand consistency across digital channels and live events.

- Led the visual and UI redesign for the Tibco Jaspersoft website, increasing user satisfaction ratings and completing all visual updates within a very short deadline.
- Collaborated cross-functionally to design interactive Tibco MIT data analytics report studies, utilizing new interactive software that boosted digital downloads following its launch.

- Spearheaded the visual branding for Tibco Now 2020, creating a cohesive design that enhanced brand visibility.

Senior Digital Designer 2011–2018
Sanrio, Inc. | South San Francisco, California
Created digital content and user experiences, designing assets for responsive e-commerce websites, marketing campaigns, social media, and advertisements. Ensured digital content worked well across different devices and screen sizes.

- Led the redesign of Sanrio.com into a responsive website, including designing UI/UX for navigation, product details, and checkout, increasing user satisfaction post-launch.
- Boosted mobile conversions by 200% following the responsive website redesign, optimizing the user experience for mobile shoppers resulting in significantly reducing cart abandonment.
- Streamlined creative production workflows, reducing project turnaround time and boosting team productivity.
- Developed comprehensive digital brand guidelines and design libraries and ensured brand consistency across all digital touchpoints, supporting brand growth and customer loyalty.
- Developed a data-driven approach to enhance user experience and optimize design elements by testing multiple variations to identify versions that boost engagement, conversions, and key metrics.
- Streamlined customer online journeys, resulting in fewer calls to customer service for order support since users are able to easily complete their transaction on their own online.

EDUCATION

Academy of Art University, MFA and 2nd Degree BFA
School of Web Design and New Media, Second Degree Bachelor of Fine Arts 2009–2011
School of Advertising, Master of Fine Arts 2003–2006
San Francisco, California

Trisakti University, BFA
School of Photography, Bachelor of Fine Arts 1998–2002
Jakarta, Indonesia