

Kemal Reza

Digital Product Designer with focus on UI/Visual design and strong knowledge in UX topics, Front-end development techniques (HTML/CSS) & UI Production.

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EXPERIENCE

Mckinsey & Company — *Freelance Senior UI Designer*

Berlin, Germany

JUNE 2018 - PRESENT

Mckinsey New Ventures is part of Mckinsey & Company group, they specialises in building new products that can add value to their main services for their clients.

My responsibilities:

- Creation and maintenance of design library and its components.
- UI & visual design concepts, including color systems in consideration of accessibility requirements.
- Collaboration with other Product designers, Product owners and UI Engineers.
- Quality assurance of implemented visual assets and its function.
- Participating in product development evaluation and decision making process.
- Research and production of visual design patterns and systems.

Futuristic Minimalist — *Freelance Product UI/UX Designer*

Worldwide

SEPTEMBER 2006 - PRESENT

Futuristic Minimalist is the brand name that I used to provide freelance services.

Services includes:

- Visual and User interface designs for digital medium.
- UX topic support that includes writing user journeys & stories, wireframes creation and writing documentation.

Spreadshirt AG — *Digital Product Designer*

Leipzig, Germany

APRIL 2017 - OCTOBER 2017

Spreadshirt AG is a German online retail company that enables customers to design and order custom apparel such as T-shirts and sweatshirts.

Responsibilities:

- Aligning user needs with stakeholders needs, keeping the user at the center of attention.
- Participating and analyzing user testing results with the rest of the product team and the user research team.

KEY SKILLS

User Interface Design
Web Design
Graphic Design
User Experience Design
Front-end (HTML/CSS)

TOOLS/SOFTWARES

Adobe Photoshop, Illustrator & XD
Sketch
Axure RP
Invision
Balsamiq Mockups
Google Docs, Sheets & Slides

CERTIFICATE

Certificate of Data Protection Training (Datenschutz), 2015

Deutsch-Test Für Zuwanderer (DTZ) Zertifikat B1, 2014

LANGUAGES

Bahasa Indonesia (Native)
English (Fluent/C1)
German (Intermediate/B1)
Malay (Fluent)
Dutch (Intermediate)

- Prototyping from lo-fi sketching to hi-fi mock ups.
- Documenting user interface and interactions requirements for engineers.
- Responsible for the design aspect of “Create Your Own” business unit.
- Take part in development of (internal) global pattern-library.

Achievements:

- Successfully optimising the user interface layout for “Create Your Own” application to raise its usability.

Datameer GmbH — Product Visual Designer

Halle (Saale), Germany

OCTOBER 2014 - MARCH 2017

Datameer builds modern analytic data platform that transforms complex, diverse data into a governed enterprise-wide network of data pipelines that feed your analytics initiatives. Data security and protection is an important features in its product, with high-profile state security agencies and multinational financial institutions are included in its clients list.

Responsibilities:

- Responsible for Datameer (product) UI and visual design.
- Research and production of visual design patterns and systems.
- Development of mood boards.
- UI & visual design concepts, including color systems in consideration of accessibility requirements.
- Creation of pixel perfect visual assets based on wireframes.
- Creation and maintenance of design library and its components.
- Collaboration with UX designers, Product owners and UI Engineers.
- Collaboration and alignment with other Visual Designers (Marketing).
- Participating in product development evaluation and decision making process.
- Quality assurance of implemented visual assets and its function.

Achievements:

- Successfully designed and created new UI set for Datameer product.
- Collaborated with UI engineers in creating global frameworks that houses style guide for all the visual assets used in all Datameer product.
- Collaborated with UX designers, product managers and UI engineers to established common internal (agile) process in developing and implementing visual assets to Datameer product.

Cliqz GmbH — Designer

Munich, Germany

MAY 2014 - SEPTEMBER 2014

Cliqz builds search engine that focused on user privacy. I was joining them during the time their product was becoming an extension for Firefox

browser.

Responsibilities:

- Design of user interface for Cliqz product.
- Creation of graphic design collaterals as needed for marketing and PR purposes.

Shopping Guide GmbH — *Web & Graphic Designer*

Munich, Germany

FEBRUARY 2013 - APRIL 2014

Shopping Guide GmbH operated the pan-European shopping and consumer review platform/website Ciao in seven European markets.

Responsibilities:

- Create and design online elements (static and flash banners, landing pages, newsletters etc.) according to request from marketing and business development team.
- Design graphics and layouts for homepage and website elements.
- Creating design for printing (newspaper ads, stickers etc.)
- Develop new ideas and concepts in cooperation with the product.
- Supporting front-end developments (HTML/CSS).

Creatur Media AS — *Web Designer (Remote)*

Trondheim, Norway

JUNE 2011 - JANUARY 2013

Creatur Media is a small web and animation agency that provides personalized service and high quality products, and specializes in tailoring of WordPress online solutions and technical animation. I was joining them when they were just being founded as a startup.

Responsibilities:

- Create and design web pages layout and elements according to brief and requirements from external clients.
- Visual design of wordpress templates according to specifications from clients.
- Assisting front-end development of wordpress template using HTML, CSS and PHP.

Magnivate Agency — *Digital Art Director & Producer*

Jakarta, Indonesia

APRIL 2010 - JUNE 2011

Magnivate was a digital agency that provides services for multinational clients in the form of digital advertising and marketing design and development.

Responsibilities:

- Providing art direction for graphic designers according to project brief and requirements.
- Participate in the creative process of finding the right solution and product design based on the clients needs.
- Oversee production of each project and ensuring that the quality being delivered is of highest possible one.

- Managing production line and function as the communication hub between developer and creative team during project timeline.

Jenggala Ceramics — *Multimedia Designer*

Bali, Indonesia

JULY 2008 - MARCH 2010

Jenggala Keramik is Indonesia based ceramics manufacture that has been recognized for their hand-made, high-quality products in tableware design and unique home decor.

Responsibilities:

- Visual design of marketing collaterals (banners, flyers, posters etc.) according to marketing team needs.
- Design and development of multimedia presentation for Jenggala product, including DVD, Flash presentation etc.
- Directing in-house photographer in product photo sessions.
- Research on establishing online presence for Jenggala, including websites and email newsletters.

Crayon Digital — *Multimedia Designer*

Jakarta, Indonesia

JUNE 2007 - DECEMBER 2007

Crayon Digital was a digital agency that specialize in serving clients in telecommunication sectors in southeast asia.

Responsibilities:

- Producing visual assets for the development of online portal based on clients needs.
- Design slicing and preparation of visual assets to be handed over to the web developers.
- Assisting the design team with any production preparation tasks.

Megaxus Infotech — *Multimedia Designer*

Jakarta, Indonesia

SEPTEMBER 2006 - MAY 2007

Megaxus Infotech is a games publisher & development company in Indonesia which was established in 2006.

Responsibilities:

- Design and development of back-end system of player management portal.
- Visual design of marketing collaterals (banners, flyers etc.).
- Creation and design of web page for marketing-driven purpose.
- Collaborating with a team of engineers to design and build Megaxus online infrastructure (web sites, player management).

EDUCATION

Middlesex University — *DipHE in Multimedia Arts*

London, United Kingdom

APRIL 2005 - MARCH 2007

- Multimedia business & legal studies.
- Advanced industry applications.
- Industry perspectives, issues & research techniques.

SAE Institute — *Creative Media Diploma*

Amsterdam, The Netherlands

SEPTEMBER 2003 - JANUARY 2005

- Multimedia design, authoring, compositing & publishing.
- 3D, audio & video for multimedia.
- Advanced compositing & special effects.