WINSTON SETIAWAN

UX/UI Designer based in Seattle, WA
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Work Experience

Gearflow, Freelance Web Designer
September – October 2023 / Remote

- Redesigned main page and process page to highlight Gearflow's functionality, and enhance user experience and storytelling, driving higher engagement for clients in the manufacturing industry.

Addium (formerly METER Group), UI/UX Designer
July 2022 – March 2023 / Pullman, WA

- Innovated SaaS interfaces and user experiences, device onboarding flow experiences, information architecture, and evolving strategies involving high-tech horticulture, and agriculture data: irrigation systems, production planning, trend forecasting.
- Conducted user researches on-site, and online, and developed accurate stakeholder personas through usability testing, and secondary research, realigning priorities based on stakeholder needs for greater user impact.

Enjoy Technology, Product Designer Intern
August – December 2021 / Palo Alto, CA

- Constructed internal user interfaces and communicative software for performance trend projection and management through hands-on user research.
- Improved user flows for Apple and AT&T check-in/check-out systems, increasing efficiency and user satisfaction.
- Produced hiring, and branding motion advertisements with motion graphics for social media, increased engagement and potential hires by 65%.

Center for Cyber Strategy and Policy (CCSP)
Motion Graphics & UX/UI Designer Intern
February – April 2021 / Cincinnati, OH

- Established a new branding identity that enhances awareness of cybersecurity, and tells a better story about persistent engagement.
- Crafted introduction modules, motion graphic visualizations, and user interfaces that improves students understanding about cybersecurity.

HBO, Freelance Junior Production Designer Intern
January – May 2019 / New York, NY

- Created visual assets and email campaign materials for major shows such as Game of Thrones, Chernobyl, and Gentleman Jack.

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Zeplin, HTML, CSS, Cinema 4D, Blender, Maze, Miro, Word, Excel, PowerPoint

Rapid Prototyping, Wireframing, Storyboarding, Personas, Scenarios, User Research, Usability Testing, User Flows, Interaction Design, Visual Design, Sketching, Data Visualization, Typography, Motion Graphics, 3D Modelling

English, Bahasa Indonesia

Education

University of Cincinnati, DAAP
BS in Communication Design
Fall 2017 – Spring 2022 / Cincinnati, OH
GPA 3.82, Dean's List 2018 – 2022

Enrolled in the Professional Practice Program, alternating semesters of classroom study with hands-on professional work in the design field.

Achievements

Thrive or Die
Assistant Design Director &
Event Coordinator

- Volunteered in co-creating an online, fundraising music festival that celebrated diverse culture, and the LGBTQ+ community, raising money for COVID-19 Relief, NAACP, and the Trevor Project.
- Performed and designed assets for an Asian centered fundraising event that raised money for Asian Americans Advancing Justice.
- Produced visual and motion assets for a worldwide music record label release.