

FERDIAN ALZIKRI

✉ ferdianalzikri@gmail.com

☎ [628179132633](tel:628179132633)

🌐 helloian.work

📍 Jakarta Selatan

Results-driven UI/UX and Visual Designer with over 5 years of professional experience crafting intuitive, user-centered interfaces and impactful digital products. Proven track record in optimizing information architecture, structuring scalable design systems, and driving end-to-end product workflows from concept to high-fidelity implementation. Adept at aligning design solutions with strategic business goals, collaborating with cross-functional teams, and enhancing brand consistency across multi-platform experiences.

WORK EXPERIENCE

Senior UI & Visual Designer

2024 – Present

OPENCLOUD • IT SOLUTION • FULL-TIME

- Transformed complex Information Architecture (IA) and Product Requirement Documents (PRD) into refined, production-ready UI designs, validating prototypes closely with PMs and Development teams to ensure an intuitive user experience.
- Enhanced brand representation, visual hierarchy, and color contrast across interfaces, meticulously considering accessibility standards (WCAG) and diverse user demographics.
- Developed and maintained a robust, reusable component library with auto-layout properties in Figma to optimize design consistency and scale product development velocity.
- Created strategic high-impact visual assets, corporate presentation decks, and multi-platform marketing content to strengthen cohesive brand storytelling.

Social Media Designer

2024 – 2024

CPXI ASIA • ADVERTISING AGENCY • CONTRACT

- Designed highly engaging social media campaigns and creative assets tailored to client brand identities, target audiences, and marketing objectives.
- Collaborated closely with social media managers and copywriters to align visual production with content strategy, driving higher conversion and engagement metrics.
- Managed multiple client portfolios simultaneously, delivering bespoke design solutions that accurately addressed unique business goals and market trends.

UI/UX Designer - Senior UI/UX Designer

2019 – 2023

PROCURA • PROCUREMENT SOFTWARE • FULL-TIME

- Analyzed Functional Specification Documents (FSD) from legacy software platforms to identify usability roadblocks, mapping optimized workflows for enhanced platform adoption.
- Designed intuitive interfaces, low-to-high fidelity wireframes, interactive mockups, and prototypes using industry-standard design frameworks.
- Partnered closely with Business Analysts (BA) and Frontend Developers to balance technical feasibility with exceptional user experience and business logic requirements.
- Conducted comprehensive UI Quality Assurance (QA) and system design reviews to guarantee precise implementation and maintain high-quality design standards.

Graphic Designer

2020 – 2020

SEVA MARKETING • ADVERTISING AGENCY • CONTRACT

- Produced high-quality visual assets for corporate branding, ensuring full compliance with internal design guidelines and visual identity frameworks.
- Designed corporate presentation decks, executive reports, and promotional materials supporting strategic cross-departmental marketing initiatives.

SPEAKER EXPERIENCES

Speaker for Graphic Design Workshop

Mar 2021

BNEC BINUS UNIVERSITY

- Delivered a comprehensive session covering graphic design fundamentals and essential workflows required to become a professional graphic designer.
- Educated participants on the strategic importance of visual design principles and how to effectively prepare foundational assets.

Speaker for UI/UX Workshop (2 Days)

2020

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- Conducted an intensive two-day workshop on the core principles of the Design Thinking methodology for creating user-centered digital products.
- Demonstrated systematic frameworks to measure product usability and ensure alignment with user requirements and product effectiveness.

SKILLS & COMPETENCIES

DESIGN SOFTWARE	Figma, Adobe XD, Illustrator, Photoshop, 3D Blender (Basic), Adobe After Effects, Premiere Pro
DESIGN SOFTWARE	Vibe Coding, AI-Assisted Brainstorming, Conceptual Exploration, Rapid AI Prototyping
COLLABORATION TOOLS	Jira, Confluence, Miro, Zeplin, Google Workspace, Microsoft 365
METHODOLOGIES	User-Centered Design (UCD), Design Thinking, Design Sprint, Agile/Scrum Frameworks, Information Architecture, Wireframing & Prototyping, PRD/FSD Review
LANGUAGES	Indonesian (Native), English (Basic / Elementary Proficiency – Actively Improving)

EDUCATION

Universitas Trilogi Jakarta	Graduated 2018
BACHELOR OF DESIGN IN FACULTY OF INFORMATION TECHNOLOGY • GPA: 3.23 / 4.00	
SMA Dewi Sartika Jakarta	Graduated 2014
NATURAL SCIENCE MAJOR	