



LOUISA WIDYANTA

PRODUCT DESIGN | UXUI | TEAM LEAD

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About Me

As a creative and detail-oriented thinker committed to delivering quality, I specialise in thorough requirement analysis, innovative ideation, and implementing user-centred solutions that seamlessly combine functionality with visual appeal.

Enthusiastically embracing challenges and experimentation, my objective is to consistently push the limits, ensuring the delivery of user experiences that are not only efficient and engaging but also marked by innovative excellence.

Skills

- **UX/UI**
Design System, UI Pattern Library, Concept Sketches, User Journeys, Low to High Fidelity Wireframes, Interactive Prototyping, Navigation Schemes, User research, Service Blueprint Diagrams, Storyboards
- **Prototyping**
Figma, Sketch, InVision
- **Design**
Photoshop, Illustrator, InDesign, After Effects
- **Graphic Design**
Logo, Branding, Brand Guidelines, Packaging Design, Web Design, Visual Identity

Languages

English

Indonesian

Experience

Creative Digital Lead

Nov 2019 - present

Virgin Media O2, UK

As the Creative Digital Lead at Virgin Media, I spearheaded the company's Digital Transformation initiative, through a disruptive 'Challenger' strategy. Leveraging Design methodology, embracing core design principles and fostering innovative thinking, I collaborated with the team in an agile delivery environment to craft a new, user-centered digital experience through iterative user testing. I played a central role in developing a brand new, cost-effective and future-proof Design System and overseeing design platform migrations, ensuring peak team performance.

In a key leadership role, I orchestrated the recruitment, onboarding, and expansion of a dynamic UXUI team, positioning it as a driving force within the Virgin Media Sales & Optimisation Team. Simultaneously, I played a crucial part in the delivery of a successful web launch of VMO2's joint product and helped supervised the transformation of their respective digital products thereafter.

Senior UI Lead

Mar 2014 - Sep 2019

TalkTalk PLC, UK

As Senior UI Design Lead at TalkTalk, I assembled a skilled team and guide the design direction of digital products, steering transformative initiatives in the consumer sector. Embracing agile design methodology and prioritising MVP product development and user-centered design techniques, I consistently optimise the user experience through data analysis. My role involves championing the brand's innovative blue-sky thinking, aligning it with technological growth to uphold the business vision.

Design Manager

Feb 2013 - Mar 2014

Barclays UK RBB, UK

As a vital part of Barclays' Digital Banking Creative team, I maintained pixel-perfect branding consistency across digital platforms, providing a top-tier online experience. Managing design research, idea generation, and prototype implementation, I led a team of junior designers, collaborated with stakeholders, and consistently introduced innovative concepts, contributing to growth and elevating the Barclays brand.

Senior Designer

Jul 2006 - Feb 2013

Emotio Design Group, UK

In the course of my agency experience at Emotio, my role has evolved from Graphic Designer to Senior Designer. As the lead designer, I am responsible for project management and coordination, guiding projects from the initial briefing stage to design concept development and completion within strict deadlines. Concurrently, I play a crucial role in mentoring junior designers, contributing to the overall success of the team.

Graphic Designer

Aug 2004 - Jun 2006

Print Express LTD, UK

Teamed up with the design unit to create branding, leaflets, advertisements, stationery, and promotional materials within strict timeframes. Significantly expanded skills in pre-press, artwork preparation, and print production during this valuable learning experience.

Awards

2020 | Virgin Media Awards

June Golden Ticket Award winner

2017 | TalkTalk Awards

All Hands 'We Can Be Ourselves Here' Award winner

2015 | DADI Awards

Visual Design Category 'TalkTalk Welcome Centre' Award nomination

Published

Poster 4tomorrow

2017 | 'Freedom of Movement'

2016 | 'Make Extremism History'

2015 | 'Right to Healthcare'

2014 | 'Work right'

2013 | 'A Home for Everyone'

References

Available upon request

Education

MA Multimedia and Information Design

2002 - 2004

University of Wales College, Newport, Wales

BA(Hons) Graphics

1999 - 2002

University of Wales College, Newport, Wales

A-Level Studies Art, Theatre & Computer Science

1997 - 1999

New College, Cardiff, Wales

O-Level Studies

1994 - 1997

Braddell Secondary School, Singapore

Other qualifications

Interior Design Course (online)

2013

The Interior Design Institute

Fashion/Photographic Make-Up Diploma

2004

London School of Beauty & Make-Up

Hobbies & Interests

Aquascaping

<http://aquascape-art.co.uk>

Fishkeeping

<http://bettaolympics.com>

In the media

<http://aquascape-art.co.uk/about-me>

Fashion Doll Art

<http://loucreations.co.uk>

Garden Design, Cake Decorating, Interior Design

LOUISA
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