



# LOUISA WIDYANTA

PRODUCT DESIGN | UXUI | DIGITAL DESIGN

## Email

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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

### UXUI Lead

Mar 2024 - Dec 2025

#### Reply, for Virgin Media O2, UK

Project Munro launched a unified Mobile and Broadband platform to support O2's converged strategy. I led UX/UI for the Day 1 customer dashboard, translating ambiguous BRDs into structured, scalable user flows within a lean programme environment. Using system-led design, component reuse, and rapid interactive prototyping, I reduced design duplication by 40% and accelerated stakeholder validation by 35%. The result was a technically validated dashboard framework establishing the foundation for future convergence growth within the new & existing customer dashboard and in-life experiences.

### Creative Digital Lead

Nov 2019 - Feb 2024

#### Virgin Media O2, UK

Led UX and design transformation for Challenger, a parallel programme modernising Virgin Media's legacy ecosystem. Defined and implemented a modular design system, embedded UX governance within agile product teams, and re-architected the end-to-end sales journey. Transformed a fragmented 30-step checkout into a streamlined 10-stage, mobile-first experience grounded in cognitive flow and behavioural UX principles, delivering 20% uplift in completion and 15% reduction in fallout, while establishing a scalable foundation for future iteration. Additionally led UX/UI and creative direction for Virgin Media O2 convergence, defining IA, visual systems, and motion to unify two enterprise brands for the digital launch of Volt, refined through usability testing ahead of rollout.

### 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 Digital Designer

Jul 2006 - Feb 2013

#### Emotio Design Group, UK

During my time at Emotio, I progressed from Graphic Designer to Senior Designer, taking on responsibility as lead designer across projects. I managed and coordinated work from initial briefing through concept development to final delivery within tight deadlines, ensuring accuracy and high design standards, while also mentoring junior designers and contributing to overall team success.

### Graphic Designer

Aug 2004 - Jun 2006

#### Print Express LTD, UK

## Awards

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### 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

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### Poster 4tomorrow

2017 | 'Freedom of Movement'

2016 | 'Make Extremism History'

2015 | 'Right to Healthcare'

2014 | 'Work right'

2013 | 'A Home for Everyone'

## References

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Available upon request

## Education

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### 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

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### Interior Design Course (online)

2013

The Interior Design Institute

### Fashion/Photographic Make-Up Diploma

2004

London School of Beauty & Make-Up

## Hobbies & Interests

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### 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  
*Widjyanta*