



Muhammad Akbar Endy Wijaya

DIGITAL PRODUCT DESIGNER (UI/UX DESIGNER)

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🌐 www.akbarpekat.com

🌐 Akbar Wijaya

Motivated UI/UX Designer with ±3 years of experience crafting user-centric interfaces and experiences. Proven ability to lead design (currently at s.p Digital) and develop impactful products (e.g., edutech solutions for SEVIMA).

Actively engaged in the Indonesian design community (Program Coordinator for Design Jam Indonesia). Manage and coordinate programs to foster collaboration and knowledge sharing.

Passionate about the intersection of art and technology. Strive to create exceptional user experiences that are both beautiful and functional.

WORK EXPERIENCE

UI/UX Designer

📅 s.p Digital Agency 📅 Feb 2021-Now

- Spearheaded UI/UX design for various digital projects, ensuring an intuitive user experience and consistent brand identity.
- Delivered high-quality user interfaces on time and within budget through close collaboration with cross-functional teams.
- Developed user personas and journey maps to gain a deep understanding of target audiences, informing design decisions.
- Effectively communicated design decisions by presenting solutions and rationale to clients and stakeholders.

Product Designer (UI/UX)

📅 SEVIMA 📅 Aug 2021-Dec 2023

- Contributed to the development and refinement of the academic platform for higher education, focusing on user experience and efficiency improvements.
- Redesigned the SEVIMA products interface, resulting in a more intuitive user experience.
- Supported effective teamwork by curating and providing design references that emphasized innovation and UX improvement.
- Utilized a comprehensive design process from concept to realization, applying design thinking principles to create innovative solutions.

Freelance Designer & Web Frontend

📅 Mar 2021-Aug 2021

- Leveraged design and front-end development skills to deliver creative solutions for various clients, including university student projects.
- Gained valuable experience in catering to diverse client needs and ensuring visually appealing and user-friendly web experiences.

Graphic Designer (Content Designer)

📅 Psychepedia 📅 Des 2020-Mar 2021

- Contributed to the visual identity of @psychepedia, an Instagram account focused on psychology topics, by creating engaging content drafts.
- Maintained visual consistency with the account's theme, ensuring brand alignment.
- Collaborated effectively with the content team to translate messaging goals into impactful graphics.

ORGANIZATION EXPERIENCE

Program Coordinator

📅 Design Jam Indonesia 📅 Oct 2022-Feb 2024

- Led the coordination and execution of monthly Design Challenges, fostering innovation and creativity within the design community.
- Managed collaborations with various stakeholders, establishing strategic partnerships that expanded Design Jam Indonesia's reach and impact.
- Ensured seamless event execution, from concept development to implementation, guaranteeing a memorable experience for participants.

Deputy Head Extracurricular

📅 ITC SMK Telkom Makassar 📅 Jun 2018-Jun 2020

- Demonstrated leadership skills by serving as Deputy Head during my high school years.
- Collaborated effectively with peers and school administration to contribute to the organization's success.

SKILLS

UI/UX Design

Data Analysis, User Research, User testing, Teamwork, Wireframing, Prototyping, Visual Design, Design Research.

Programming

Web Development (HTML, CSS, Javascript).

Tools

Figma, Figjam, Maze, Slack, Jira, Miro, VSCode.

Languages

Indonesia (Fluent), English

EDUCATION

Computer & Network Engineering

📅 Telkom Makassar Vocational School 📅 2018-2020

Information Systems

📅 Asia Cyber University 📅 2022-Currently

CERTIFICATION

Google UX Design Professional

📅 Google 📅 Jan 2024