

Imam Abullaisi

Bandung, Indonesia | abullaisi.com | +6282141485699 | iabullaisi@email.com

WORK EXPERIENCE

Remote Worker Indonesia

Design Mentor & Speaker (part-time)

Bantul, Indonesia (remote)

May 2022 - Sep 2022 (onsite)

Sep 2022 - present

- Guiding and mentoring juniors & professionals of different fields in the development of their portfolio & work to improve their freelance careers & business. Specializing in areas such as UI/UX design, Upwork platform, and design system.
- Providing constructive feedback and leading by example in the application of freelancing, design principles, and best practices.
- Sharing my knowledge and experiences in the field of product design and freelancing through speaking in a virtual meeting with an average of 40+ audiences.

Upwork

UI/UX Designer Talent

Indonesia (remote)

Dec 2021 - present

- Offering user-centered design solutions to improve the user experience and user interface of websites, web apps, and mobile apps. Expertise in using design tools such as Figma, Photoshop, and Canva to create wireframes, user interfaces, prototypes, and design systems.
- Assisted over 10+ businesses and startups in the fintech, health, agency, and SaaS sectors in achieving their design objectives and enhancing usability through the implementation of design systems, competitive research, user flow definition, and iterative prototyping.

Client handled:

Cascade Debt, LoopedIn, Encreva, Zylocon, Melissa Rose Design, Jackson Dental, etc.

Acquired:

Top Rated badge (top 10% talent), 14 total jobs with an average 5.0-star rating, and \$10k+ total projects portfolio in 2022.

Troya Academic Platform

UI/UX Designer

Sleman, Indonesia

Feb 2022 - Apr 2022

- Collaborating with the Product Manager and Developers, we engage in a process of ideation, brainstorming, and design to create intuitive, user-centric interfaces that provide an enjoyable and seamless user experience. We iterate the design based on feedback and validation of features to ensure that the end product meets the needs of the users.
- Developing a comprehensive design system that guides the overall visual and user experience of the product. This includes creating responsive, high-fidelity designs that are visually appealing and easy to use, as well as clickable prototypes.
- Guiding and instructing the UI/UX intern on a case study project, providing hands-on experience and practical knowledge in the field. I deliver mini-workshops that cover various aspects of UI/UX design to ensure that they are able to understand and apply the concepts learned in a real-world scenario.

TeamUp Agency

UI Designer Internship

UI/UX Designer

Sleman & Bantul, Indonesia

Oct 2021 - Feb 2022 (intern)

Feb 2022 - present

- Conducting research, including competitive analysis, concept modeling, user flow definition, information architecture, site mapping, and content hierarchy.
- Collaborating with the CEO, Project Manager, CTO, and Chief Finance & Marketing to ideate, brainstorm, and iteratively improve the design through validation of features and gathering of feedback.
- Collaborating with another UI Designer, Front-end Developer, and Back-end Developer to create both low-fidelity wireframes and high-fidelity mockups for the fintech product.

EXPLOID Studios

UI/UX Designer

Bogor, Indonesia (remote)

Aug 2021 - Sep 2021

- Working with the owner who is also a Front-end Developer to validate the design through direct collaboration.
- Conducting thorough competitive research to create a comprehensive sitemap, wireframes, and high-fidelity UI kit mockups that effectively define the structure and layout of the website, and provide a clear visual representation of the product's design.

Visualspheres Studio

Junior UI/UX Designer

Jakarta, Indonesia (remote)

Mar 2020 - Jan 2021

- Assisting and collaborating with the Project Manager, Senior UI/UX Designer, and UX Writer to design a user-friendly web interface that meets the client's specific goals and objectives.
- Conducting extensive competitive research, defining user flows, and creating detailed sitemaps that accurately reflect the website's structure and layout.
- Designing low-fidelity wireframes, high-fidelity mockups, and delivering clear handoff documents to the development team to ensure implementation of the design.

Self-employed

Sales/Reseller

Sumedang, Indonesia

2019 - Jan 2021

- Trading of various gadgets, videogames accounts, financial instruments, and dropshipping. This includes but is not limited to researching and sourcing the latest gadgets, and videogames accounts, managing and maintaining inventory, and executing and negotiating trades with buyers.
- Collaborating with the owner at Ngabang.us to produce effective advertising campaigns.

Logo Bandung (X-Bargo Studio)

Graphic Design Internship

Bandung, Indonesia

May 2019 - Jun 2019

- Collaborating closely and directly with the CEO to develop and design advertising graphics, videos, and landing pages that align with the client's needs and goals. This includes executing the design of graphics, videos, and landing pages that effectively communicate the client's message, attract and engage their target audience, and drive conversions.

Self-employed

Graphic Designer & Marketing

Bandung, Indonesia

Jan 2019 - Apr 2019

- Collaborating with local small and medium-sized enterprises (UMKM/MSMEs) to design and develop visually compelling branding elements such as logos, advertising materials, stickers, social media designs, and web designs that align with their business goals and objectives.

Client handled:

Yumi Corn, BagTic, and Sukadiia Consultant.

EDUCATION

Universitas Terbuka

Economics

Bandung, Indonesia

2023 - present

SKILLS

Soft Skills: Design Thinking, Leadership, Negotiation, Communication

Hard Skills: User Interface/User Experience Design (Competitive Research, Heuristic Evaluation, Sitemap & Information Architecture, User Flow, User Testing, Wireframing, Prototyping, Design System), Graphic Design (Social Media Design, Logo Design, Brand Identity Design), Copywriting

Technical Skills: Figma (Auto Layout, Components, Variants), Adobe Photoshop, Adobe Illustrator, HTML, CSS, Bootstrap, Notion