

LOUISA WIDYANTA

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www.digitalchemistry.co

As a creative, detail-oriented thinker with a passion for excellence, I am adept at listening to requirements, analysing and implementing the best solution that's not only functional, but visually appealing. A keen advocate of test and learn methodology, my mission is to always push design boundaries to deliver the most effortless UX, engaging UI and delightful customer experience.

Mar 2014 - present

TALKTALK PLC - SENIOR UI LEAD

As Senior UI Design Lead, I am responsible for design direction, coordination and delivery of TalkTalk's digital products, transformation initiatives within consumer side. Adapting to agile design methodology, I drive the end-to-end user experience ensuring that we build the minimal viable product incorporate user centered design techniques and continually optimise the experience by analysing usage data. All the while I am also a true evangelist to the brand's innovative blue-sky thinking, leading its evolution along with technology growth, keeping the vision alive for the business.

A big part of my role also include managing and mentoring UX/UI designers with the ultimate aim of delivering the best-in-class customer experience with clean, intuitive UI and strong UX principles behind it. Another fundamental part of my role is to build strategy around creation and maintenance of UI framework and pattern library and find solutions to problems which is an appropriate fit across the brand.

2017 - present

DIGITAL ALCHEMY, BALI - CREATIVE DIRECTOR

Feb 2013 - Mar 2014

BARCLAYS UK RBB - DESIGN MANAGER

Being a part of the Digital Banking Creative team, I was a point of pixel excellence, keeping consistency of branding across all Barclays' digital properties, always ensuring a first-class online experience for Barclays customers. My key responsibilities include managing junior designers, UX research, idea generation, storyboarding, implementing prototype experiences, delivering a range of creative outputs for the Barclays digital content team, bringing the Barclays brand to life.

Jul 2006 - Feb 2013

EMOTIO DESIGN GROUP - SENIOR DESIGNER

My role within Emotio evolved from Graphic Designer to Senior Designer and my responsibilities include being lead designer, project managing and coordinating projects from briefing stage, design concepts through to completion within tight deadlines as well as mentoring junior designers.

Aug 2004 - Jun 2006

PRINT EXPRESS LTD - GRAPHIC DESIGNER

Photoshop



Sketch



InDesign



Illustrator

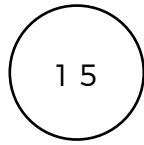


Invision

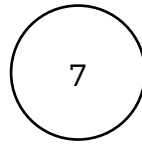


Axure

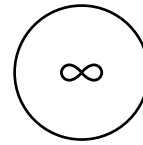




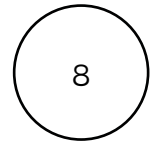
DESIGN INDUSTRY



AGENCY LIFE



DESIGN PASSION



LUCKY NUMBER

EDUCATION

- 2002 - 2004 **MA MULTIMEDIA AND INFORMATION DESIGN**
University of Wales College, Newport, Wales
- 1999 - 2002 **BA(HONS) GRAPHICS**
University of Wales College, Newport, Wales
- 1997 - 1999 **A-LEVEL STUDIES - ART, THEATRE AND COMPUTER SCIENCE**
New College, Cardiff, Wales
- 1994 - 1997 **O-LEVEL STUDIES**
Braddell Secondary School, Singapore

OTHER QUALIFICATIONS

- 2012 **INTERIOR DESIGN ONLINE LEARNING**
Interior Design Institute www.theinteriordesigninstitute.co.uk
- 2004 **FASHION/PHOTOGRAPHIC MAKE-UP DIPLOMA**
London School of Beauty & Make-Up

ACHIEVEMENTS

- 2017 **POSTER 4TOMORROW 'FREEDOM OF MOVEMENT'**
International poster competition - Top 100, published in 'Freedom of Movement' book
- 2017 **TALKTALK ALL HANDS WINNER**
Awarded under category: 'We can be ourselves here'
- 2016 **POSTER 4TOMORROW 'UNIVERSAL RIGHT TO HEALTHCARE'**
International poster competition - Top 100, published in 'Right to Healthcare' book
- 2015 **POSTER 4TOMORROW COMPETITION TOP 100**
International poster competition - Top 100, published in 'Universal Right to Healthcare' book
- 2015 **DADI AWARDS NOMINATION 'TALKTALK WELCOME CENTRE'**
Commendation for use of Visual Design category www.dadiawards.com

INTERESTS

AQUASCAPING, FISHKEEPING, TECHNOLOGY, MOVIES, DOLL PAINTING

REFERENCES AVAILABLE UPON REQUEST