

SYLVIA ALVERINA

UI/UX DESIGNER

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Singapore

[LinkedIn](#) | [Portfolio](#)

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An individual who thrives on problem-solving and creative thinking. Utilizing my passion for creativity and technical knowledge to deliver a solution with a user-centred design approach.

SKILLS

INDUSTRY KNOWLEDGE

User Research
Wireframing
Prototyping
Usability Testing
UI Design
HTML5
CSS3

TOOLS

Adobe Illustrator
Adobe Photoshop
Atom
Figma
InVision
Microsoft Office

STRENGTH

Cognitive Flexibility
Creativity
Emotional Intelligent
Problem Solving
Teamwork

LANGUAGES

Indonesian ● ● ● ● ●
English ● ● ● ● ○
Chinese ● ● ● ○ ○

EXPERIENCE

UX DESIGNER

CURIUSCORE, SINGAPORE
FEB 2022–MAY 2022

- Collaborated remotely with UX designers on three client projects.

AirAsia, flight check-in experience via mobile app

Conducted a user survey, user interview, competitive analysis, and usability testing on the existing prototype to understand users' pain points, followed by prototyping design solutions. Upon testing the usability of both prototypes, SUS score improved by 23%.

Her Velvet Vase, ladies' fashion e-commerce website

Analysed Google Analytics and researched to understand the users' pain points and drop-off reasons, followed by prototyping design solutions. SUS score increased by 50% from the usability test of the original website and proposed prototype.

Speak your mind, a platform to speak to someone

Prototyped the design concept based on the insights derived from conducting discovery-phased research to discover and define the problem, followed by competitive analysis, surveys, and interviews. 60% of the users rated 7 out of 10 on the likelihood of using this service.

APPAREL MERCHANTISER

INPACE PRIVATE LIMITED, SINGAPORE
JAN 2019–PRESENT

- Developed design ideas based on understanding the target market demand and the brand persona.
- Coordinated the sample and bulk productions with manufacturers in China, India, Bangladesh and Indonesia.
- Communicated with customers about sample approval, production progress, and bulk delivery.

INTEREST

Drawing & Illustrating
Photography
Handcrafting
Music

EXPERIENCE cont.

HR GENERALIST

SURABAYA TAIPEI SCHOOL, INDONESIA

NOV 2016–SEP 2017

- Selected candidates for interview based on the profile needed for each job vacancy, recruited and kept promising teachers and staff.
- Represented school to attend Indonesia's Ministry of Education events activities.

HR INFORMATION SYSTEMS CONSULTANT

PRO-INT DINAMIKA, INDONESIA

APR 2015–MAY 2016

- Worked in a team to assess customisation and data migration needs by analysing the client's business process.
- Collaborated with system analysts and developers to resolve technical issues and adapt the system to meet the client's requirements.
- Tested the system to address any issues that appeared before implementation.

EDUCATION

BACHELOR'S DEGREE IN INFORMATION SYSTEMS

BINUS UNIVERSITY, INDONESIA

AUG 2011–APR 2015

CERTIFICATION

- Completion of UX Design Course (2 days Intensive) by CuriousCore.
- Completion of SAP Courses (4 modules) by Binus University.