

Maria Lydia Floren

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I'm an empathetic and driven product designer who currently working part time in a startup company. I begin my design career after I quit my hospitality & tourism faculty, and then found my passion in product design industry.

I am currently looking for any product design & front-end role.

EXPERIENCE

Sourcerer, New York, United States

UX Designer – Part Time

July 2024-Present

Responsible for recreating company's brand identity and website, research and analyze the user persona and their behavior (potential customer & investor), and working collaboratively with software engineer to create pleasing design.

JT Clinic, Bekasi, Indonesia

Customer Relationship Management – Full Time

November 2022-February 2023

Handle customer's relationship (especially VIPs), spearheaded clinic's marketing operation, increased social media reach for +80.5%, invented and designed Salmon DNA Serum with responsible doctor, took care of banners, promotions, and souvenir design, and conducted surveys for customer's behavior.

Dokter Mobil Indonesia, Jakarta, Indonesia

Digital Marketing & Design Intern – Full Time

May 2022-October 2022

Design content, banners, e-book, and campaigns using Adobe Creative Suite, managed e-commerce store and design content for e-commerce, social media, and campaigns, and conducted SEO & SEM analysis, utilized Google Trends and other market research tools.

Shoes & Care, Jakarta, Indonesia

Social Media Manager – Part Time

May 2022-October 2022

Create and maintain content calendars, planning campaigns around business objectives and seasonal events, and coordinate scheduling, locations, and equipments for photoshoots or videoshoots

EDUCATION

Hospitality & Tourism Major

Bunda Mulia University – Jakarta

2020 - 2022

High School Degree

Marie Joseph Bilingual School – Jakarta

2017 - 2020

CERTIFICATES

Front-End Developer

Meta

The AI Awakening: Implications for the Economy and Society

Stanford

Principles of UX/UI Design

Meta

Social Media Management

Meta

Essentials of Palliative Care

Stanford

UX Design Fundamentals

California Institute of Arts

Finding Professional Voice: Confidence & Impact

University of London

Introduction to User Experience Design

Georgia Institute of Technology

Digital Marketing

Programming Hub

English Conversation Program

Enormous Wishing Foundation

TOOLS & SKILLS

Tools

Figma

Adobe Photoshop

Framer

Adobe Premier

VS Code

Adobe Illustrator

GitHub

Notepad++

Adobe XD

Skills

HTML

User Interface

CSS

User Experience

Javascript

User Persona

Research

Usability Testing

Wireframing

Interaction Design

Prototyping

Data Analysis