

Clara Parwenty

UX Designer & Writer

cparwenty.com

cparwenty@gmail.com

(+61) 0477 835 156

Professional

Development

UX/UI Design Transition

Sydney, NSW • February 2024 – Present

Following relocation to Sydney, I completed UX and UI Design Certifications at RMIT University. Developed UX/UI case studies for local companies. I also built an engaged photography community ([@cparwenty](#)) growing to 1,000+ Instagram followers in 3 months, which enhanced my visual storytelling skills.

Experience

Senior UX Writer • Blibli.com

Jakarta, IDN • January 2022 – January 2024

Led 13 writers in developing comprehensive UX writing guidelines and expanded the master word list from 200 to 840+ entries. Implemented UI component content guidelines achieving 80% design team satisfaction and collaborated across 3 multi-brand platforms ([Blibli.com](#) for e-commerce, [Tiket.com](#) for travel, and [Ranch Market](#) for grocery) while mentoring junior writers.

UX Writer • Blibli.com

Jakarta, IDN • March 2021 – December 2021

I served as primary writer for 3 major cross-collaborative projects ensuring end-to-end consistency across the customer journey. Led user feedback analysis sessions that drove product improvements and mentored a UX Writer Intern through a comprehensive training programme, resulting in their full-time hire.

Associate UX Writer • Blibli.com

Jakarta, IDN • October 2019 – March 2021

I created and optimised customer communication across 8 product squads within the Customer Experience division, developing email, SMS, and live chat content that improved customer service satisfaction scores.

Certifications

User Experience Design • RMIT University

Melbourne, VIC • 2024

User Interface Design • RMIT University

Melbourne, VIC • 2024

Education

Bachelor of Communications • London School of Public Relations

Jakarta, IDN • 2015 – 2019

Graduated cum laude, GPA 3.53/4.00

Bachelor of Business Administration • Sogang University

Seoul, South Korea • 2017

International exchange program

Core Competencies

Design & Strategy

UX Writing, UX Design, UI Design, Information Architecture, Content Strategy, Design Systems

Research & Testing

User Research, User Testing, User Interviews, Prototyping, Usability Testing

Tools & Leadership

Figma, Webflow, Jira, Confluence, HTML, CSS, JavaScript, Mentorship, Cross-functional Collaboration

Australian work authorisation: Full work rights via subclass 482 visa (secondary holder)