



Gabrielle Augusta

Product Designer based in Jakarta, Indonesia

Detail-oriented product designer who is skilled in applying empathy and data to create intuitive and memorable digital user-experiences.

www.gabrielleaugusta.com

✉ gabygaugusta@gmail.com

🔗 [LinkedIn](#)

☎ [+12068591936](tel:+12068591936)

EXPERIENCES

UI/UX Designer

WinWin Labs

Aug 2024 - Present

- Defined a cohesive **design system**, ensuring consistency across product features and platforms.
- Led the **UX writing** stage for the redesign process of the company's crowdfunding website, improving readability and intuitiveness.

UI/UX Designer

University of Washington

Mar - Jun 2024

- Developed a gamified health-and-wellness application, tracking players' health data and providing personalized wellness goals and plans.
- Collaborated with healthcare workers and game designers to create user-centered solutions tailored for users of all fitness background.

UI/UX Designer

University of Washington

Jun - Dec 2023

- Improved efficiency by **42%** by developing an automated vaccination record translation system in collaboration with **Public Health Seattle & King County**.
- Maintained effective communication with stakeholders including the development team, medical team, and investors.

Product Design Intern

tiket.com

Sep 2022- Jun 2023

- Led the end-to-end design process for an electronic wallet mobile application, integrating **financial technology** across three ecosystems: **E-commerce**, **Travel**, and **Grocery Shopping**.
- Boosted **international user engagement** by **18%** through the redesign of the language change feature.
- Conducted user research with 5 first-time users and redesigned the book flight feature of a mobile application with **2M+ active users**.

UI/UX Designer

PERMIAS Seattle

Oct 2021- Jun 2022

- Worked with engineers, project managers, and researchers to develop an E-commerce site, serving **318 users** and facilitating **1264 transactions** in a day.
- Conducted **A/B testing**, effectively integrating feedbacks to enhance usability by **29%** and user satisfaction by **62%**.

EDUCATION

University of Washington

B.A. Applied Computing, Minor in Human-centered Design

SKILLS

Design

Design Thinking, Prototyping, Journey Mapping, Interaction Design, User Flows, Storyboarding, Design Systems, Information Architecture, User Personas, Visual Design, Storytelling, Wireframing

Design Tools

Figma, Sketch, Protopie, Adobe Creative Suite, Axure, Jira, Miro

Research & Testing

Usability Testing, User Research, User Interviews, Competitor Analysis, User Surveys, A/B Testing

Programming Languages

HTML, CSS, Javascript, Python, Java, C++