



# LIVIA ANGELICA

👋 HI THERE!

I'm a **UI/UX designer** from Indonesia who thrives on the art of thinking and storytelling. I find joy in exploring diverse subjects, brainstorming relentlessly, and embracing the creative process—sifting through every idea, good and bad, to uncover those transformative “eureka” moments. My work combines research, strategy, and creativity to craft solutions that are both thoughtful and meaningful.



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## 🎓 EDUCATION

### University of Sydney

*Master of Design (Strategic Design)*  
2024 - 2025 (Expected)

### Universitas Ciputra Surabaya

*Bachelor of Visual Communication Design, GPA: 3.90, magna cum laude*  
2017 - 2021

**Thesis:** Designing a Card Game for Adolescents and Young Adults to Promote Mental Health

### Taman Rama School

*Achieved Distinction in Cambridge International A-Level Certification*  
2015 - 2017

## WORK EXPERIENCES

### 3 Degrees App

UI/UX Designer (Contract)

Australia

May 2024 - July 2024

- Conducted an in-depth audit of existing user flows, identifying inefficiencies and proposing targeted improvements to optimize the user experience.
- Built a comprehensive design system from the ground up, unifying fragmented designs into a cohesive, scalable framework that enhanced brand consistency and usability.
- Collaborated closely with the founders to align design initiatives with strategic goals, ensuring impactful and business-aligned results.

### Geniebook

UI/UX Designer

Singapore

Sept 2022 - May 2024

- Developed wireframes and interactive prototypes using Adobe Xd to communicate user stories and gather feedback.
- Collaborated with the marketing and branding team to redesign the Geniebook website to improve internal linking between pages and reduce bounce rate by 10%.
- Implemented new features for Geniebook Arena to increase registration rate by 8.15%.
- Took part in creating and maintaining a new design system and style guides to ensure consistency across multiple products and platforms, improving brand recognition and user familiarity.
- Conducted user interviews and analyzed data to identify the top 3 pain points and opportunities for improvement, leading to a streamlined user flow and enhanced user experience for Geniebook V2.
- Led the redesign of the Geniebook Parent App, securing unanimous support from internal stakeholders.

Graphic Designer

June 2021 – September 2022

- Led a small team of 6 designers to successfully develop a comprehensive illustration design system, effectively enhancing brand visibility and ensuring standardized assets for seamless integration across all departments.
- Created the concept for and executed designs for the mascot & iconography style of the newly revamped Bubble Store.
- Collaborated with the curriculum team to create graphics and illustrations to accurately convey concepts across English, and Science subjects.
- Collaborated with the marketing & product team to ensure that the visual experience of the students is pleasant and consistent across all platforms.

### Petualangan Menuju Sesuatu

Co-founder

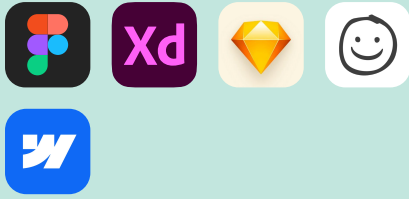
Surabaya, Jawa Timur

Apr 2018 – Present (Active: Apr 2018 – Oct 2023)

- Produced an extensive portfolio of over 1,000 daily comics as a lead storyboard artist and content writer, to grow a following of over 50,000 people in under 3 years.
- Co-wrote and provided storyboards for 3 of Petualangan Menuju Sesuatu's published books which sold over 250 copies each.
- Represented the team as a speaker at events like Festival Buku Asia, speaking to an average of 150 audience members across events.
- Led numerous high-profile collaborations with companies such as Warner Music Asia, Riliv, Instagram, and Ajak Gerak to further advocate for mental health awareness.
- Mentored and organized 3 cohorts of volunteers for up to 6 months each, facilitating their personal growth and skills.

## TOOLS

### UIUX Design



### Visual Design



### Project Management



## SOFT SKILLS

- User Experience & Interface Design
- User Research
- Data Analysis
- Analytical thinking
- Complex problem-solving
- Critical thinking & reasoning
- Leadership & communication
- Stakeholder management
- Project management

## GALLUP CliftonStrengths

Analytical

Strategic

Intellelection

Individualization

Responsibility

## LANGUAGES

Indonesian	Native
English	Native
Japanese	Elementary

## Various Clients

UIUX Designer (Freelance)

Various

Jan 2021 – Sept 2022

- Collaborated with diverse clients to design intuitive and visually appealing mobile applications from concept to final product. Among those is Nona: Women's Menstrual Tracking app which achieved over 5 thousand downloads across App Store and Play Store and an average of 4.7/5 star rating.
- Consulted for organizations to redesign and implement user-centered design principles and best practices to improve users flows, and navigation.
- Designed web and mobile responsive websites from scratch for organizations including the British Red Cross for the Humanitarian Finance Forum initiative.
- Iteratively refined designs based on client feedback, ensuring alignment with project goals and user needs.
- Worked closely with development teams to provide design assets, specifications, and guidance during the implementation phase.
- Received consistently positive feedback from clients, highlighting satisfaction with delivered designs and their impact on enhancing user engagement, brand perception, and business performance.

## Apple Developer Academy

UIUX Designer Intern

Surabaya

Jan 2020 – Nov 2020

- Conducted desk and user research to identify and synthesize problems, and developed solutions based on findings.
- Managed products using SCRUM frameworks using professional tools such as Airtable and Trello.
- Utilized Sketch and Marvel to create wireframe and prototypes based on user research.
- Presented and crafted visually engaging presentations to effectively communicate ideas to reviewers.
- Designed UI illustrations, branding and promotional materials to strategically highlight app features and improve user experience.

## Awards & Achievements

2024	LPDP Scholarship Awardee, Indonesia's Ministry of Finance
2024	Vice-Chancellor's International Scholarship, The University of Sydney
2024	Sydney International Student Award, The University of Sydney
2021	Best Academic Performance, Universitas Ciputra
2021	Best Entrepreneur in National & Global Impact, Universitas Ciputra
2019	Global alumni, Young Social Entrepreneur (YSE), Singapore International Foundation
2019	Top 30 Submissions, Pulau Bidadari Re-Branding Competition, Kreavi