



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.

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EXPERIENCES

UI/UX Designer

WinWin Labs

Dec 2024 - Sep 2025

- Defined a cohesive **design system** for a gamified crowdfunding platform, ensuring consistency across product features and platforms.
- Worked directly with software engineers to create an MVP of a temperature and humidity tracking sensor and application.

UX Writer

WinWin Labs

Aug - Dec 2024

- Led the **UX writing** stage for the redesign process of the organization's website, improving readability and intuitiveness.
- Collaborated with UI/UX Designers and managers in establishing suitable and consistent language used throughout the platform.

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- Mar 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**.
- Conducted user research with 5 first-time users and redesigned the book flight feature of a mobile application.

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, UX Writing

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