

JOESAK JOSEFIANOE

A designer passionate about combining aesthetics and problem-solving to translate intentions into a tremendous user experience.

Obsessed with crafting the details.
Embrace experimentation.

Minimalist devotee.
Environmental Graphic Design connoisseur.
Editorial Design admirer.

R&B/Soul enthusiast.
Potterhead.

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PROFESSIONAL EXPERIENCE

tiket.com

Product Designer · Oct 2019 – Present

- Design for the Retention Platform team.
- Led a complete overhaul for loyalty program and account page design.
- Designing new products such as in-app chat platform, cross-selling feature, dedicated customer service experience.
- Working on CMS to support user-facing features that has been made.
- Working closely and collaboratively with PM, researcher, writer, and illustrator in every project.
- Supporting design team on side projects such as deck template design, souvenirs design, publication posters, CPO's Town Hall deck.
- Creating frameworks and facilitating design critique session for the team.
- Involved in direction for tiket.com's new custom typeface, that we called tiket Odyssey.

KUDOS Design Collaboratory™ Jakarta

Graphic Design Intern · Sep 2018 – Nov 2018

Developing an effective brand message by creating creative visual content to convey consumers through brand identity, printed media, website, and corporate company profile.

OTHER EXPERIENCE

ULTIMAGZ

Creative Director · Jan 2018 – Dec 2018

Visual Communication Design Faculty @ UMN

Lecturer Assistant for Advanced Font Design Class · 2018

IMAGO 3 – Final Project Exhibition @ UMN

Art Director · 2018

Gramedia Pustaka Utama

Freelance Layouter · 2017

Tutoriart 2017 @ Art & Design Galery UMN

Layout Design Workshop Tutor · 2017

RECOGNITION

Indonesia Student Print Media Awards

Best of Java Magazine – Gold Winner · 2019

EDUCATION

Multimedia Nusantara University (UMN)

BA in Graphic Design · 2015-2019

SKILLS

Product Design (Full-stack), journey mapping, wireframing, prototyping, interaction design, typography, brand design, graphic design, editorial design, figma, inVision, adobe creative suite.