

Fauzan Ardhiansyah

UI/UX Designer

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ABOUT ME

UI/UX Designer with 4 years of experience designing intuitive, user-centered digital experiences across mobile applications, web platforms, responsive interfaces, and dashboards. Skilled in translating business requirements and user needs into visually compelling, functional, and scalable design solutions.

Experienced in collaborating with cross-functional teams and stakeholders throughout the design process, from concept development and wireframing to interactive prototyping and UI implementation support. Passionate about creating seamless digital experiences that balance usability, aesthetics, and business objectives while continuously exploring emerging design trends and best practices.

JOB EXPERIENCE

Sans Brother

UI Designer **Jun 2024 - Present**

Collaborate with cross-functional teams to deliver user-centered design solutions for a diverse range of projects, from early-stage startups to complex, large-scale initiatives. Focus on translating business objectives and user needs into intuitive, engaging, and visually consistent digital experiences.
Key Responsibilities:

- Analyze client briefs to understand project objectives, target audiences, business requirements, and design challenges, ensuring solutions align with project goals.
- Collaborate with Project Managers and cross-functional stakeholders to define problems, establish design direction, and develop effective, user-focused solutions.
- Develop low- to high-fidelity wireframes and interactive prototypes to define information architecture, user flows, and interface structure before visual design implementation.
- Design engaging landing pages that communicate brand value, enhance user engagement, and support conversion goals.
- Create responsive interfaces optimized for consistency, usability, and accessibility across desktop, tablet, and mobile devices.
- Design intuitive and visually compelling user interfaces for digital products across various industries, balancing user needs, business objectives, and technical requirements.
- Apply UX principles and accessibility best practices to create inclusive, intuitive, and user-friendly digital experiences.
- Stay up to date with evolving design trends, tools, and industry best practices to continuously improve design quality and workflow efficiency.

JOB EXPERIENCE

Fikri Studio

UI/UX Designer **Aug 2021 - Jul 2025**

Experienced UI/UX Designer with a strong background in creating intuitive, user-centered digital experiences through a combination of design strategy, visual design, and user-focused problem-solving. Skilled in managing the design process from initial discovery and concept development to high-fidelity UI design, interactive prototyping, and developer handoff. Adept at collaborating with cross-functional teams to translate business objectives and user needs into engaging, functional, and scalable digital solutions.

Design Process & Scope of Work:

- Analyze project briefs, business requirements, and user needs to establish clear design objectives and an effective design direction.
- Conduct competitor and market research to identify design opportunities, understand industry standards, and inform design decisions.
- Develop sitemaps, information architecture, and user journey maps to establish logical content structures and intuitive navigation flows.
- Create mood boards and define visual directions, including typography, color palettes, and design elements aligned with brand identity and project goals.
- Develop wireframes, high-fidelity UI designs, and responsive layouts for digital products across various industries and platforms.
- Build interactive prototypes to demonstrate user flows, validate design concepts, and communicate intended interactions before implementation.
- Collaborate with Project Managers, developers, and other stakeholders to refine design solutions, address project challenges, and ensure alignment between design intent and technical requirements.
- Stay informed about emerging design trends, tools, and best practices to continuously improve design quality, usability, and workflow efficiency.

Freelance UI Designer

UI Designer **Jun 2021 - Present**

- Design modern, intuitive, and visually engaging website interfaces tailored to client requirements, brand identity, and project objectives.
- Develop responsive layouts and high-fidelity UI designs to ensure consistent user experiences across desktop, tablet, and mobile devices.
- Translate project briefs into practical design solutions, balancing visual aesthetics, usability, and functional requirements.
- Showcase selected website design projects and creative explorations on Dribbble and Behance, demonstrating versatility in web UI design and responsive layouts.

Slab Design Studio

Internship **2018/2019**

- Completed a four-month internship at Slab Design, from December 2018 to March 2019.

EXPERTISE

User-centered UX strategy · Responsive product design · Low-to-high-fidelity wireframing · Interactive prototypes · User-journey mapping · Sitemap architecture · Competitor research · Visual design systems · Moodboard development · Landing-page design

PORTFOLIO

Dribbble

https://dribbble.com/ozanardhi23

Behance

https://www.behance.net/ozanardhi23

EDUCATION

Wijaya Kusuma University Purwokerto - 2021 – 2025

Legal studies

SMK Telkom Purwokerto - 2017 – 2020

Software engineering