

Grace Esther Susilo | UI Designer



I'm a passionate UI/UX designer and can bring innovative ideas & concepts to life for design projects. Highly capable with a extensive portfolio of work done throughout the career. I experienced and tackle various needs from landing page designs, web app interfaces. Past works and review can be seen using the hyperlinks inputted in this resume.

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Career Experiences

AGL.sg | UI/UX Designer

Dec 2021 - PRESENT | Singapore

Appointed to work on 4 different types of projects for Client "SK-II", such as SK-II WeChat Mini Program, MMS (Mini Magic Scan), SPA (Super Powered Assistance), EMS (Mobile Ver Magic Scan). Redesign and develop user-friendly design for all 4 projects, ensuring that all client's requirements were met and company procedures fully followed.

Highlights:

- Produce wireframes and design prototypes to showcase user experience.
- Communicated and assisted with developers when building the product based on the final design
- Handled website design changes based on client requests and feedback.
- Aside from Web Design also manage social media related design such as Social Banners and Product Detail Page
- Client Projects:
 - JP Brand.com Revamp (On Going)
 - [SK-II E-commerce Platform Banner Design](#)
 - SK-II NOW + NOW Standee
 - MMS (Mini Magic Scan)
 - EMS (Mobile Ver Magic Scan)
 - SPA (Super Powered Assistance)

Ecoponics | Graphic / Web Designer

JUN 2020 - DEC 2021 | Singapore

Appointed to provide graphic designing and developed web related support.

- Design graphical content to be used in blogs, website and social media Guided the brand image for Trio Kids
- Redesigned the functionality and User Interface of websites
- Built wireframe and prototypes for digital products using Elementor on WordPress

Highlights:

Single handedly manage the marketing, design and logistics aspect of Trio Kids

Nationality

Indonesian (Singapore PR)

Education

Singapore Polytechnic

2020 - 2021

Specialist Diploma in User Experience & Digital Product | Singapore Polytechnic

Seattle University

2013 - 2015

BA in Business Administration Marketing

North Seattle Community College

2011- 2013

Associate of Business Marketing

Skills & Languages

Design Tools

Figma · Sketch · Adobe Creative Clouds · Elementor · Wordpress · Shopify · Microsoft Office · User flow · Journey mapping · Wire-framing

Creative Skills

Graphics/Content Design · Ads Banner Brochures · Booklets · Flyers · Logo · Social Media Posts Web · Imagery · UI/UX Design

Technical Skills

Web Functionality Development · Azure

Portfolio: Website prototyping and development

- <https://triokids.com.sg> (Website)
- <https://indoorgreens.sg> (Website)
- <https://ecoponics.com.sg> (Website)
- <https://terrarium.com.sg> (Landing Page)

Content Showcase

- <https://graceesthersusilo.com/branding/trio-kids/>

Changi Travel Services | Design & Social Media Specialist

Dec 2018 - Jun 2020 | Singapore

Appointed to design graphical content for social media, Google Ads display, brochures and websites.

- Created key branding assets including logo design and marketing deck templates
- Developed and improved UI & design standards of the websites Managed social media accounts

Highlights:

- In charged of developing the design and social media aspect of discoverist.sg
 - Handled the Instagram page:
 - <https://www.instagram.com/discoverist.SG/>
 - Designed google ads banner
 - Developed the website

SGshop | Digital Marketing

AUG 2016 - DEC 2018 | Singapore

Appointed to handle social media and digital design as well as marketing channel management that includes social media accounts, website, email marketing campaign and mobile app.

- Designed landing page, web banner and Facebook ads
- Revamped and created new design themes for marketing collaterals

Highlights:

- Handled the marketing campaign for the biggest sale happening event in Taobao (11.11/12.12) and SGshop's Birthday
 - Designed the campaign, campaign games and ad content
- Redesigned SGShop wireframe to improve functionality and user accessibility
- Portfolio: <https://graceesthersusilo.com/social/>

Happy Mind Music School | Design Intern

MAR 2016 - MAY 2016 | United States

Appointed to handle the designing requirements as well as the website management of the school.

Skills & Languages

Marketing Skills

E-Commerce Campaigns · Email Marketing Campaign · Google Marketing Campaign · Social Media Marketing Campaign · Marketing Strategy Development

Language

English · Chinese · Bahasa Indonesia · Korean

Laplink Software | Digital Marketing Intern

SEP 2015 – JUN 2016 | United States

Appointed to create and design email marketing campaigns for promotional purposes.

Handled the maintenance of Google/Bling Pay-to-Click (PPC) landing pages
Performed market research to identify target audience

Major Projects

UI Redesign Starbuck Singapore App | [Link](#)

UI Designer/UX Researcher

- Designed the Starbucks Singapore App using Figma Improved app interface
- Redesigned a 5 pages from the current application
- Portfolio: <https://www.behance.net/gallery/128860483/Starbucks-Singapore-UI-Redesign>

sgCarMart | [Link](#)

UI Designer

- Redesigned UI Interface.
- Developed a design system that enabled responses to user feedback and issues as well as a check out function
- Portfolio: <https://www.behance.net/gallery/127352545/SGcartMart-Design-System>

Causes For Animals | [Link](#)

UX Researcher/UI Designer

- Redesigned and improved structure and functionality of the website using Lean UX
- Portfolio: <https://www.behance.net/gallery/127352031/CausesForAnimal-Case-Study>

Skills & Languages

Marketing Skills

E-Commerce Campaigns · Email Marketing Campaign · Google Marketing Campaign · Social Media Marketing Campaign · Marketing Strategy Development

Language

English · Chinese · Bahasa Indonesia · Korean