Grace Esther Susilo | UI Designer

Creative and user-centered UI/UX designer with over 5 years of experience in designing and delivering digital experiences across web and mobile platforms. Specialized in building engaging interfaces, design systems, and user journeys for both consumer-facing and enterprise products. Proven ability to collaborate cross-functionally with developers and product teams to create intuitive, accessible, and visually compelling solutions. Experienced with Figma, Sketch, Adobe Creative Suite, Elementor, and WordPress.

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Career Experiences

AGL.sg | UI/UX Designer

Dec 2021 – PRESENT | Singapore

Highlights:

- Led UI/UX design for SK-II digital platforms including WeChat Mini Program, Mini Magic Scan (MMS), Mobile Magic Scan (EMS), and Super Powered Assistance (SPA).

- Produced wireframes and high-fidelity prototypes that met client expectations and usability standards.

- Collaborated closely with developers to ensure accurate handoff and implementation.

- Managed visual and UI assets for SK-II's e-commerce platform and promotional materials.

- Client Projects:
  - JP Brand.com Revamp
  - 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)
  - E-commerce social visual

Ecoponics | Graphic / Web Designer

JUN 2020 – DEC 2021 | Singapore

Highlights:

- Designed content for blogs, websites, and social media for Trio Kids brand.

- Reimagined website functionality and interfaces using Elementor on WordPress.

- Built wireframes and interactive prototypes for digital campaigns.

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/

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 · Mircrosoft 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· Usability Testing· Interviews· Accessibility (WCAG)· Localization

Changi Travel Services | Design & Social Media Specialist

Dec 2018 - Jun 2020 | Singapore

Highlights:

- Developed branding, digital ads, brochures, and UI designs for company platforms.
- Managed social presence for Discoverist.SG including Instagram and Google Ads.
- Created scalable web components and enhanced visual design standards.

SGshop | Digital Marketing

AUG 2016 – DEC 2018 | Singapore

Highlights:

- Designed landing pages, UI elements, ad banners, and seasonal campaign visuals.
- Led UX improvements for SGShop platform and handled major sale events (11.11, 12.12)

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.

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

Starbucks Singapore App Redesign | Link

UI Designer/UX Researcher

- Redesigned 5 screens using Figma to improve usability and modernize interface.

Portfolio: https://www.behance.net/gallery/128860483/Starbucks-Singapore-UI-Redesign

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

SGCarMart Interface & Design System | 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 Website | Link

UX Researcher/UI Designer

- Conducted UX research and restructured website using Lean UX principles.

Portfolio: https://www.behance.net/gallery/127352031/CausesForAnimal-Case-Study