

LIZA ZULKARNAEN

Interaction Designer

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San Francisco, USA

www.lizphere.com

WORK EXPERIENCE

Sapling – San Francisco, CA

Senior Product Designer | December 2019 - Present

- Lead end to end design process for Sapling core products that include setting the vision, defining the user experience, user flows, user research, and visual design.
- Collaborate with cross-functional teams, including Product Managers, Developers, and QA.
- Introduce Design QA to the development process to maintain the design quality and consistency.

Alexa Internet | An Amazon Company – San Francisco, CA

• **Interaction Designer II** | May 2014 - May 2019

- Led existing features redesign effort to improve user experience and introduced Data Visualization.
- Translated business requirements into user interaction models for customer-facing web-based products: starting from concept visualization, user task flows, user experience, wireframes, prototypes, and visual design.
- Collaborated with cross-functional teams including Product Managers and Marketing team in research and strategy discussions on the design direction and user experience of the products.
- Collaborated and supported the Developers team with deliverables in the life cycle of Agile Sprints.
- Led and collaborated with Marketing in Product/Marketing projects, such as landing pages, A/B testings, infographic, and other marketing materials to promote existing or upcoming products.
- Contributed to the front end development process using HTML and CSS during the product development life cycle.

• **Interaction Designer I** | Dec 2011 - April 2014

- Collaborated with UX Designer in the Alexa Internet website redesign effort.
- Developed detailed navigation flows, site maps, wireframes, and interface design and functional specifications to support the Developers team.
- Collaborated with UX Designer, Developers, and Product Managers to design product's experience based on business and functionality requirements.
- Responsible for usability testing effort that includes creating test plan, low fidelity prototypes and facilitate the tests.
- Conducted design reviews to improve existing designs.

Disney Animal Kingdom | Walt Disney World – Orlando, FL

Indonesian Cultural Representative | April 2008 - April 2009

- Shared cultures and traditions of Indonesia daily to park guests.
- Facilitated "Let's Talk Series" event about Indonesia for Disney Cast Members.
- Created Magical Moments for the guest.
- Responsible for the "Asia" area set-up and wrap-up for the park's daily parade.

Gazelle Design – Jakarta, Indonesia

Graphic Designer | April 2007 - March 2008

- Designed various promotional tools for print based advertisement.
- Designed POS (Point of Sales) materials for in-store display.
- Touched up photographs for final artwork.
- Prepared Final Artwork for print production.

SKILLS

Product Design
Interaction Design
User Interface Design
User Experience Design
Information Architecture
Wireframing
Prototyping
Project Management
Design QA
HTML
CSS

TOOLS

Sketch
Adobe Illustrator
Adobe Photoshop
Zeplin
Figma
JIRA
Confluence
Invision
Optimizely

CODING

HTML
CSS

EDUCATION

Academy of Art University

MFA in Web Design & New Media

San Francisco, USA – 2011

University of Pelita Harapan

BA in Visual Communication Design

Karawaci, Indonesia – 2004