

Kemal Reza

Digital Product Designer with focus on UI/Visual design and strong knowledge in UX topics, Front-end development techniques (HTML/CSS) & UI Production.

Köbisstrasse 10
04317 Leipzig
Germany
(+49) 151-70144824
info@kemalreza.com
www.kemalreza.com

EXPERIENCE

Futuristic Minimalist — *Freelance Product UI/UX Designer*

Worldwide

SEPTEMBER 2006 - PRESENT

Futuristic Minimalist is the brand name that I used to provide freelance services.

Services includes:

- Visual and User interface designs for digital medium.
- UX topic support that includes writing user journeys & stories, wireframes creation and writing documentation.

Spreadshirt AG — *Digital Product Designer*

Leipzig, Germany

APRIL 2017 - OCTOBER 2017

Spreadshirt AG is a German online retail company that enables customers to design and order custom apparel such as T-shirts and sweatshirts.

Responsibilities:

- Aligning user needs with stakeholders needs, keeping the user at the center of attention.
- Participating and analyzing user testing results with the rest of the product team and the user research team.
- Prototyping from lo-fi sketching to hi-fi mock ups.
- Documenting user interface and interactions requirements for engineers.
- Responsible for the design aspect of “Create Your Own” business unit.
- Take part in development of (internal) global pattern-library.

Achievements:

- Successfully optimising the user interface layout for “Create Your Own” application to raise its usability.

Datameer GmbH — *Product Visual Designer*

Halle (Saale), Germany

OCTOBER 2014 - MARCH 2017

Datameer builds modern analytic data platform that transforms complex,

KEY SKILLS

User Interface Design
Web Design
Graphic Design
User Experience Design
Front-end (HTML/CSS)

TOOLS/SOFTWARES

Adobe Photoshop, Illustrator & XD
Sketch
Axure RP
Invision
Balsamiq Mockups
Google Docs, Sheets & Slides

CERTIFICATE

Certificate of Data Protection Training (Datenschutz), 2015

Deutsch-Test Für Zuwanderer (DTZ) Zertifikat B1, 2014

LANGUAGES

Bahasa Indonesia (Native)
English (Fluent/C1)
German (Intermediate/B1)

diverse data into a governed enterprise-wide network of data pipelines that feed your analytics initiatives. Data security and protection is an important features in its product, with high-profile state security agencies and multinational financial institutions are included in its clients list.

Malay (Fluent)

Dutch (Intermediate)

Responsibilities:

- Responsible for Datameer (product) UI and visual design.
- Research and production of visual design patterns and systems.
- Development of mood boards.
- UI & visual design concepts, including color systems in consideration of accessibility requirements.
- Creation of pixel perfect visual assets based on wireframes.
- Creation and maintenance of design library and its components.
- Collaboration with UX designers, Product owners and UI Engineers.
- Collaboration and alignment with other Visual Designers (Marketing).
- Participating in product development evaluation and decision making process.
- Quality assurance of implemented visual assets and its function.

Achievements:

- Successfully designed and created new UI set for Datameer product.
- Collaborated with UI engineers in creating global frameworks that houses style guide for all the visual assets used in all Datameer product.
- Collaborated with UX designers, product managers and UI engineers to established common internal (agile) process in developing and implementing visual assets to Datameer product.

Cliqz GmbH — Designer

Munich, Germany

MAY 2014 - SEPTEMBER 2014

Cliqz builds search engine that focused on user privacy. I was joining them during the time their product was becoming an extension for Firefox browser.

Responsibilities:

- Design of user interface for Cliqz product.
- Creation of graphic design collaterals as needed for marketing and PR purposes.

Shopping Guide GmbH — Web & Graphic Designer

Munich, Germany

FEBRUARY 2013 - APRIL 2014

Shopping Guide GmbH operated the pan-European shopping and

consumer review platform/website Ciao in seven European markets.

Responsibilities:

- Create and design online elements (static and flash banners, landing pages, newsletters etc.) according to request from marketing and business development team.
- Design graphics and layouts for homepage and website elements.
- Creating design for printing (newspaper ads, stickers etc.)
- Develop new ideas and concepts in cooperation with the product.
- Supporting front-end developments (HTML/CSS).

Creatur Media AS — Web Designer (Remote)

Trondheim, Norway

JUNE 2011 - JANUARY 2013

Creatur Media is a small web and animation agency that provides personalized service and high quality products, and specializes in tailoring of WordPress online solutions and technical animation. I was joining them when they were just being founded as a startup.

Responsibilities:

- Create and design web pages layout and elements according to brief and requirements from external clients.
- Visual design of wordpress templates according to specifications from clients.
- Assisting front-end development of wordpress template using HTML, CSS and PHP.

Magnivate Agency — Digital Art Director & Producer

Jakarta, Indonesia

APRIL 2010 - JUNE 2011

Magnivate was a digital agency that provides services for multinational clients in the form of digital advertising and marketing design and development.

Responsibilities:

- Providing art direction for graphic designers according to project brief and requirements.
- Participate in the creative process of finding the right solution and product design based on the clients needs.
- Oversee production of each project and ensuring that the quality being delivered is of highest possible one.
- Managing production line and function as the communication hub between developer and creative team during project timeline.

Jenggala Ceramics — Multimedia Designer

Bali, Indonesia

JULY 2008 - MARCH 2010

Jenggala Keramik is Indonesia based ceramics manufacture that has been

recognized for their hand-made, high-quality products in tableware design and unique home decor.

Responsibilities:

- Visual design of marketing collaterals (banners, flyers, posters etc.) according to marketing team needs.
- Design and development of multimedia presentation for Jenggala product, including DVD, Flash presentation etc.
- Directing in-house photographer in product photo sessions.
- Research on establishing online presence for Jenggala, including websites and email newsletters.

Crayon Digital — *Multimedia Designer*

Jakarta, Indonesia

JUNE 2007 - DECEMBER 2007

Crayon Digital was a digital agency that specialize in serving clients in telecommunication sectors in southeast asia.

Responsibilities:

- Producing visual assets for the development of online portal based on clients needs.
- Design slicing and preparation of visual assets to be handed over to the web developers.
- Assisting the design team with any production preparation tasks.

Megaxus Infotech — *Multimedia Designer*

Jakarta, Indonesia

SEPTEMBER 2006 - MAY 2007

Megaxus Infotech is a games publisher & development company in Indonesia which was established in 2006.

Responsibilities:

- Design and development of back-end system of player management portal.
- Visual design of marketing collaterals (banners, flyers etc.).
- Creation and design of web page for marketing-driven purpose.
- Collaborating with a team of engineers to design and build Megaxus online infrastructure (web sites, player management).

EDUCATION

Middlesex University — *DipHE in Multimedia Arts*

London, United Kingdom

APRIL 2005 - MARCH 2007

- Multimedia business & legal studies.
- Advanced industry applications.
- Industry perspectives, issues & research techniques.

SAE Institute — *Creative Media Diploma*

Amsterdam, The Netherlands

SEPTEMBER 2003 - JANUARY 2005

- Multimedia design, authoring, compositing & publishing.
- 3D, audio & video for multimedia.
- Advanced compositing & special effects.