Ikrar Hesa Prasetya

Motion + Product Designer

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EDUCATION

Raden Fatah University
BA in English Education, Class of 2018
GPA 3,68/4.0

Vocational School
Major in Multimedia Design, Class of 2014

SKILLS

User Interviews
Usability Testing
User Persona Generation
User Workshop Facilitation
Product Strategy
Wire-framing& Mock-ups
Advanced Prototyping
Design System
Motion Design
Visual Design
Flat Illustration
Video editing

RECOGNITIONS

1st Winner BASIC Competition

Nov 2025
Social Impact Competition by PT Bukit Asam, I developed a hyperlocal focus e-commerce for people in rural areas, which resulted in economic growth for the regency

Vokraf Best Student
Sep-Nov 2021
Best student out of 156 students for Digital Marketing Bootcamp. Developed landing page and digital marketing channel TTL and gain 90% of conversion from Ads launched in google and facebook ads

EXPERIENCE

Shopee - Product & Motion Designer
September 2022 - Present, Jakarta,ID

- Owned Shopee Video Malaysia SDK (templates & filters) and grew weekly template usage from ~200 to 5,000 (+2,400%), later reaching 34,000 weekly uses (+16,900%) through localized content strategy and UX improvements.
- Delivered Q1–Q2 2024 design iterations that contributed to a 24% increase in Shopee Video Indonesia usage and improved conversion rates..
- Designed the AI-generated content library for Shopee AIGC, deployed across Taiwan, Philippines, Thailand, Malaysia, and Singapore to power personalized product recommendations.

Danacita - Creative Marketing
November 2021 - August 2022, Jakarta,ID

- Spearheaded the conceptualization of numerous campaigns for Danacita, inclusive of Out-of-Home Advertising initiatives.
- Successfully boosted conversion rates by 20% year-on-year through the strategic use of both motion and static advertisements.
- Designing over 200 key visuals monthly, which were utilized across more than 80 key partners of Danacita.

Telkom Indonesia - Digital Marketing
July 2020 - March 2021, ID

- Managed to increase brand awareness of Telkom Indonesia and reach 70.000 people of Bangka Belitung Province and results in 30% Higher Conversion rate
- Organic growth of Social Media gaining 80% new followers in 6 months
- Utilizing facebook ads and results for 100 new customer within two weeks

TOOLSTACK

Figma
Framer
Cursor
Perplexity
Visual Studio Code
Photoshop
Illustrator
XCode

LANGUAGE

English
Fluent

Indonesian
Native