

# 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, Class of 2014

## SKILLS

User-Centered Design

User-Research

UX Writing

Sketching/ Rendering

Prototyping

Storyboarding

Wireframing

Figma

Adobe Creative Suite

Meta AR Studio

## RECOGNITIONS

### Myskill ID Best Team

Oct-Dec 2022

Best Team for UI/UX Bootcamp and develop a new revamped feature as a study case for existing e-commerce in Indonesia.

Lead the team as team leader

### 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

- Research and Design Video Templates for Shopee Video results in higher number of conversions to 17% for the Q1 of 2023
- Templates designed constantly being the most viewed throughout Jan-June of 2023 and drive hi number of CTR
- Help revamp the design of SV User Interface for watch task to increase watch time of the user

### Danacita - Creative Marketing

November 2021 - August 2022, Jakarta, ID

- Drive higher number of conversions through motion and static ads. 20% higher number of registration from ads launched in Q4 2021.
- Ideation and execution for various video campaign with multiple Universities and drive higher number of awareness and reach to the user of Danacita
- Produce thousands of designs for various universities that collaborate with 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 high number of new customer
- Organic growth of Social Media gaining 80% new followers in 6 months
- Utilizing facebook ads and results for 100 new customer within two weeks