

# Taufik Hidayat

## UX Designer

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## EDUCATION

JULY 2024 - PRESENT

**Bachelor of Science in Digital Media | Singapore University of Social Sciences | Singapore**

MARCH 2022 – SEPTEMBER 2022

**Post-Diploma Certificate in Digital Content Creation & UX Design | Republic Polytechnic | Singapore**

APRIL 2014 – MARCH 2017

**Diploma in Game Design & Development | Temasek Polytechnic | Singapore**

## EXPERIENCE

SEPTEMBER 2019 – PRESENT

**Graphic Designer | Freelance**

Created & designed 2D and 3D materials for various companies, including posters and marketing materials.

SEPTEMBER 2016 – FEBRUARY 2017

**Game Designer & 3D Modeler Intern | The Logistics Institute Asia Pacific (TLIAP) | Singapore**

Developed the game UI, including the menus, icons, and in-game objects. Oversaw all aspects of design and development and offered design solutions when necessary. Created game objects & icons using Adobe Photoshop & Adobe Illustrator. Created 3D Game objects using Autodesk Maya. Conducted research, testing, and development of the game UI when necessary.

MARCH 2022 – MARCH 2024

**Retail Sports Specialist & Duty Manager | Decathlon | Singapore**

Created communications like product information and displayed them along the retail space. Increased the sales of the running department, ensuring the layout is optimized for customers by beautifying the layout. Provided support to customers' needs and handled day-to-day store operations. Responsible for the overall daily operations of the store, ensuring staff efficiency and profitability. Facilitated customer service and met sales and financial goals.

## SKILLS

**Design:** User Research, Wireframing, Prototyping, Storyboarding, Affinity Diagramming

**Technical:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Figma, HTML/CSS, JavaScript.