Aryasatya Wikara

www.aryawikara.com

+1 (647) 829 - 4371

aryasatya.wikara@mail.utoronto.ca

Education

University of Toronto, Toronto, ON — **June 2024**
Master of Information, User Experience Design — GPA 3.96/4.0
- **Honors/Awards:** High Distinction
- **Relevant Coursework:** Fundamentals of UX Design, User Interface Design, Information Architecture, Accessibility & Inclusive Design, UX Leadership, User-Centered Design System, Research Methods, Project Management

University of Toronto, Toronto, ON — **June 2022**
Honors Bachelor of Arts, Digital Enterprise Management — GPA 3.56/4.0
- **Honors/Awards:** High Distinction, Dean's List, Honors

Professional Experience

PetaNetra, Jakarta, Indonesia — **November 2023 – Present**
User Experience Lead
- Executed a qualitative research analysis of the current application, identifying pitfalls, and establishing the foundation for a strategic UX plan for the redesign process
- Led interdisciplinary collaborations between the UX, product, and core teams to facilitate a seamless and iterative design process that prioritizes accessibility and inclusive-centered design thinking.
- Conducted 5 user research interviews to uncover user needs and pain points, translating data into design ideas for inclusive solutions

McMaster University, Toronto, Canada — **June 2023 – August 2023**
User Experience Designer
- Conducted 3 qualitative research interviews with library staff and key partners, to gain insights into their experience and needs related to the current website's site infrastructure
- Formulated 15 design recommendations for the redesign of webpages highlighting the Library's Teaching & Learning services based on 3 design areas: User Interface, User Flow, and Information Architecture
- Developed a medium-fidelity prototype for 3 key pages (home, students, and faculty) based on the data insights gathered from the research

The Legit Group, Jakarta, Indonesia — **May 2023 – August 2023**
UX Researcher Intern, Southeast Asia's Leader in Lifestyle & Hospitality Industry
- Led a comprehensive qualitative user research study consisting of 100 in-depth interviews to gather user insights that provided 3 potential enhancements for the Fooma app
- Utilized 4 user research artifacts methodologies, including affinity diagram, thematic analysis, person creation, and data visualization to dissect the raw data and turning it into actionable solutions accordingly to the metric
- Presented a final strategic enhancement ideation to the UX lead, CTO, product and business analyst team, aligning the proposed improvements with key company metrics

Tiga Flora Indonesia, Bogor, Indonesia — **August 2022 - Present**
Co-Founder, Agricultural Startup
- Co-founded a smart farming research and development agricultural startup that focuses on improving harvest productivity and green farming; produces organic, hydroponic, and niche crops with high health benefits that are scarcely found in the Indonesian market
- Harvested +10,000 pounds of crops in 2,000 hectares of farmland; raised over $100,000 in angel round at a $1M pre-money valuation
- Constructed 2 sustainable greenhouse farms and 1 indoor farming, with 500 pounds of monthly crop production

Experience

CELA (Centre for Equitable Library Access), Toronto, Canada — **January 2024 – Present**
Accessibility Experience Designer
- Collaborated closely with a team of 6 members to conduct 10 interviews and observation across three distinct user groups, leading to sufficient data to improve the library's accessibility search experience and accessibility metadata
- Conceptualized and designed a comprehensive 2 user experience map, visually illustrating the ideal user journey by aligning organizational goals with the users touch points
- Designing a clickable high-fidelity prototype tailored to address the needs of users with print disabilities, ensuring inclusive and user-friendly digital touch points

University of Toronto Innovation Hub, Toronto, Canada   **September 2022 – December 2022**
  User Experience Designer
- Designed a high-fidelity mobile app solution catering to university students, facilitating job feedback and career connections
- Led the entire user experience process from research to execution, conducting in-depth interviews, and utilizing product design tools to develop a high-fidelity prototype
- Implemented 2 usability testing methodologies, engaging 10 participants in a Think-Aloud and 5 Second Tests to gain insights to the problem space

Consulate of Japan in Toronto, Toronto, Canada   **September 2022 – December 2022**
  Information Architecture
- Analyzed and deconstructed the information architecture of the Consulate of Japan in Toronto's website, gaining insights into user needs, context, and content
- Executed two usability testing methodologies–tree testing and card sorting-to enhance the website's architecture and user experience
- Designed a medium-fidelity prototype to demonstrate the improved navigation and interface for the Consulate of Japan in Toronto's website

Skills

Languages: Indonesian (Native) | English (Native) | Chinese (Classroom)

Design Tools: Figma | Adobe Lightroom | Microsoft Office 365 | Adobe Lightroom | Adobe Illustrator | Miro | Balsamiq | Google Workplace | HTML/CSS |

Design Skills: Journey Mapping |Design System | Prototyping | Wireframing | Persona | UI Design (Visual Communication) |Usability Testing | Accessibility Design |

Research Skills: User Research | Usability Testing | Persona Development | Heuristic Evaluation | Diary Study | Qualitative Research | Data Visualization |

Interests: Basketball | Golf | Content Creator | Traveling | Gym | Mahjong | Entrepreneurship | Guitar | Photography