annisa rizal

Experienced Lead / Sr. Product Designer specialising in B2B / SaaS startup across mobile (native iOS and Android) and web. Wearer of all hats taking ownership of all stages of design. Thrive with ambiguous, complex problems and delivering solutions / experiences that accessible, polished and impactful.

CONNECT WITH ME

annisa.work

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annisa-rizal

EDUCATION

2017 **Computational Design (Hons)**
University of New South Wales

ACHIEVEMENTS

Jim Plume Prize for Outstanding Innovation in the Application of Digital Technology
University of New South Wales

Enabling Low Cost Human Presence Tracking: Using commodity hardware to monitor human presence in workplaces
Published Article in Computer-Aided Architectural Design Research in Asia (CAADRIA)

SKILLS

Research
Discovery Interviews, user surveys, A/B usability testing, user workshops, stakeholder workshops, Quantitative Data and Qualitative Insights

Design
Rapid user flows, wireframing, prototyping, interaction design, UI design, mobile design, web design, accessible design, design systems

Tech Savvy
Can read code - CSS, HTML, Python

Software / Apps
Figma, Miro, Jira, Adobe Suite, Mixpanel, Appcues, Maze, Dovetail, Confluence

Collaboration and Communication
Strong verbal communication, visual communication, hosting design reviews, facilitating cross functional meetings

WORK EXPERIENCE

Sept 2023 - Current **Sr. Product Designer**
Assignar (SaaS, B2B)

Lead designer optimising the experience of Assignar's native mobile app. Also led end to end design process (research, design and delivery) of multiple of Assignar's complex, core offerings across native mobile and web, including Timesheets and Payroll, Chat, Notifications.

Manage, mentor and empower team of designers, providing feedback, hosting design reviews for an innovative and inclusive design culture.

Developing and articulating the UX Long Term vision to internal stakeholders.

Nov 2021 - Sept 2023 **Product Designer**
Assignar

Lead designer of Assignar's complex Payroll and Timesheets workflows across mobile and web. Led end to end design process (research, design and delivery).

Refreshed the mobile design system with new components that was better suited to the brand visual identity.

July 2015 - Nov 2021 **Designer**
BVN

Lead designer collaborating with People and Culture team to develop a mobile feature that could help them understand the skills, strengths and learning opportunities of their people for their L&D.

May 2021 - July 2021 **Freelance (Contract)**
Walden Pond (Subscription magazine)

Redesigned web app to give users better control over what is included as part of their personalised subscription magazine.

Dec 2020 - Apr 2021 **Freelance (Contract)**
Daraoma Scents (E-commerce)

Designed and implemented their e-commerce website to improve customer confidence, increase conversation rates and retain existing customers.

Jan 2016 - Jan 2018 **Computational Design Tutor**
University of New South Wales

Tutored students to learn code and experimentation, data-driven design and digital fabrication.

Mar 2016 - Mar 2017 **Computational Design Research Assistant**
ARUP Digital

Lead designer to develop a digital dashboard that could capture and visualise movement in workplace environments.