

Design Portfolio - 2024

Juan Augusto
UI/UX Designer



juan-as.xyz

About Juan



Juan Augusto

UI/UX Designer

Hallo! I'm Juan. Graduated from Bina Nusantara University in Jakarta, Indonesia majoring Mobile Application & Technology (Computer Science) with 1.5 years+ of experience. Skilled in designing mobile and website applications with project management abilities. Building digital products and user experiences through research, prototyping, and testing.

Work Experience



**Web E-Commerce Creative
Solution Intern | Telkomsel**
Feb 2022 - Jul 2022



**UI/UX Designer
Intern | Desty**
Sep 2022 - Jun 2023



**UI/UX Designer
Intern | Phincon**
Feb 2024 - Present

Contact



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LinkedIn



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Phone



juan.a.s
Instagram

About Juan

Skills

Hard Skills

User Research – User Interface (UI) Design – User Experience (UX) Design – User Experience Design (UED) – Wireframing – Copywriting – Prototyping – Testing

Soft Skills

Design Thinking – Leading – Teamwork – Project Management – Presentation

Languages

Bahasa Indonesia - Native.

English - Professional Working Proficiency.

Tools

Design

Figma
Figjam
AdobeXD
Balsamiq
Miro

Programming

VScode
Sublime
Android Studio
Github

Tech Stack

HTML
CSS
Javascript
SQL

Interest

Positions

UI UX Designer – UX Researcher – Product Researcher – Product Owner – Product Manager – Product Designer – Product Tester – Business Analyst

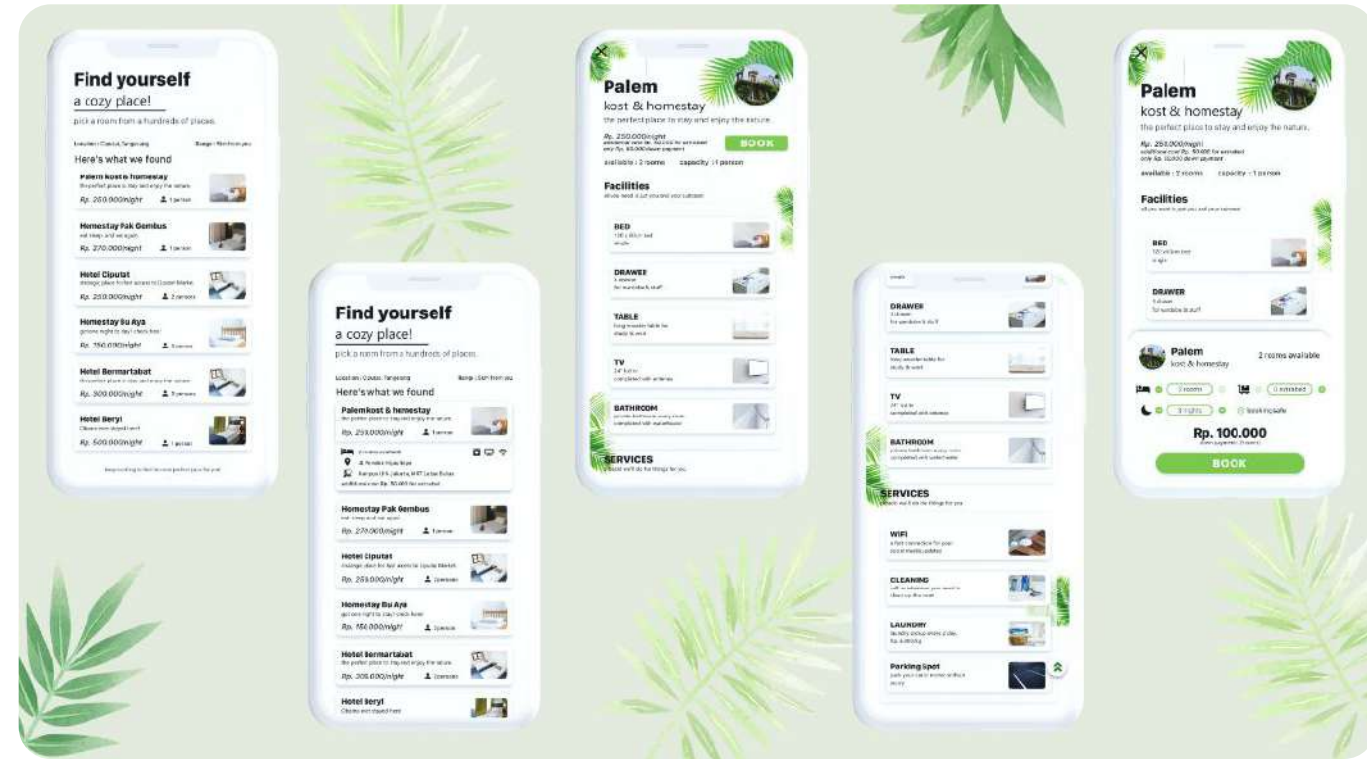
Locations

On-site/Hybrid (Jakarta, South Tangerang), Remote.

For my full & updated CV, please check on

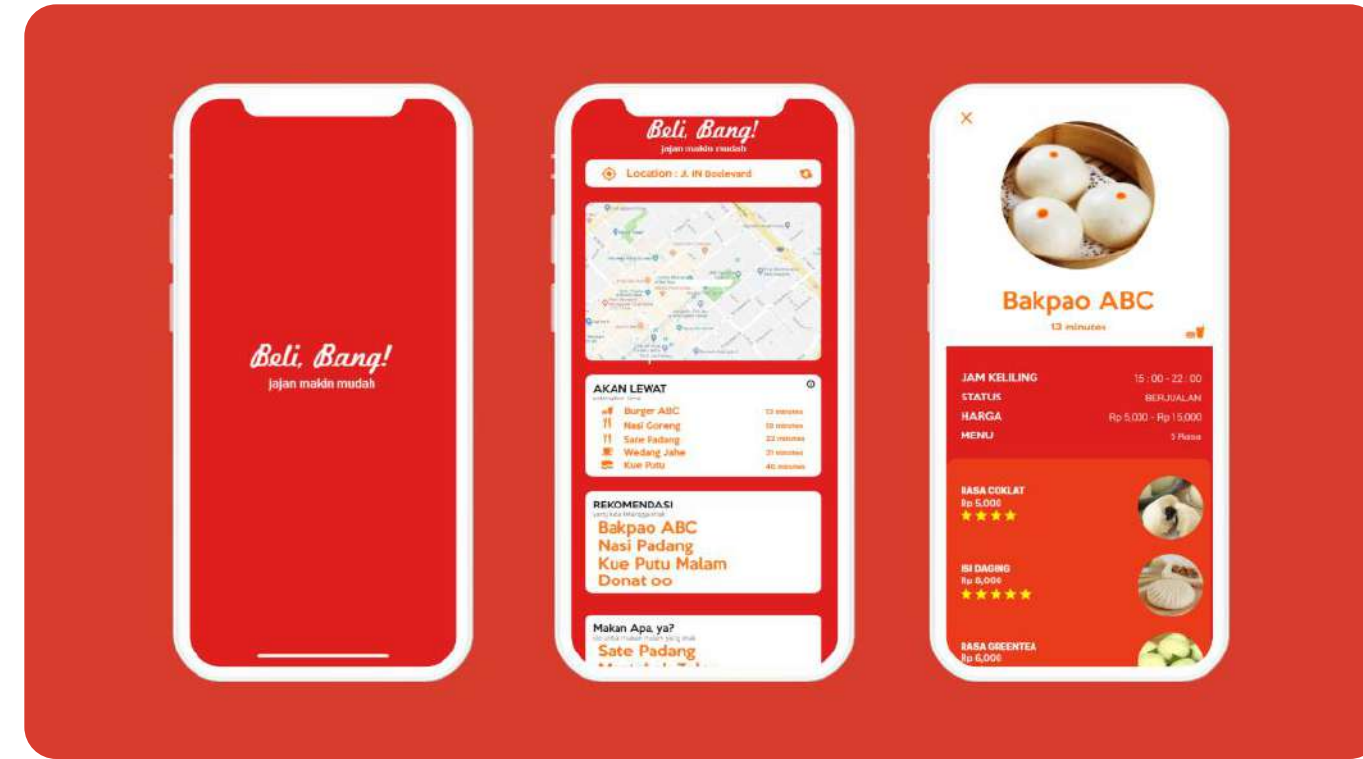
[🌐 juan-as.xyz/cv](https://juan-as.xyz/cv)

Featured Projects



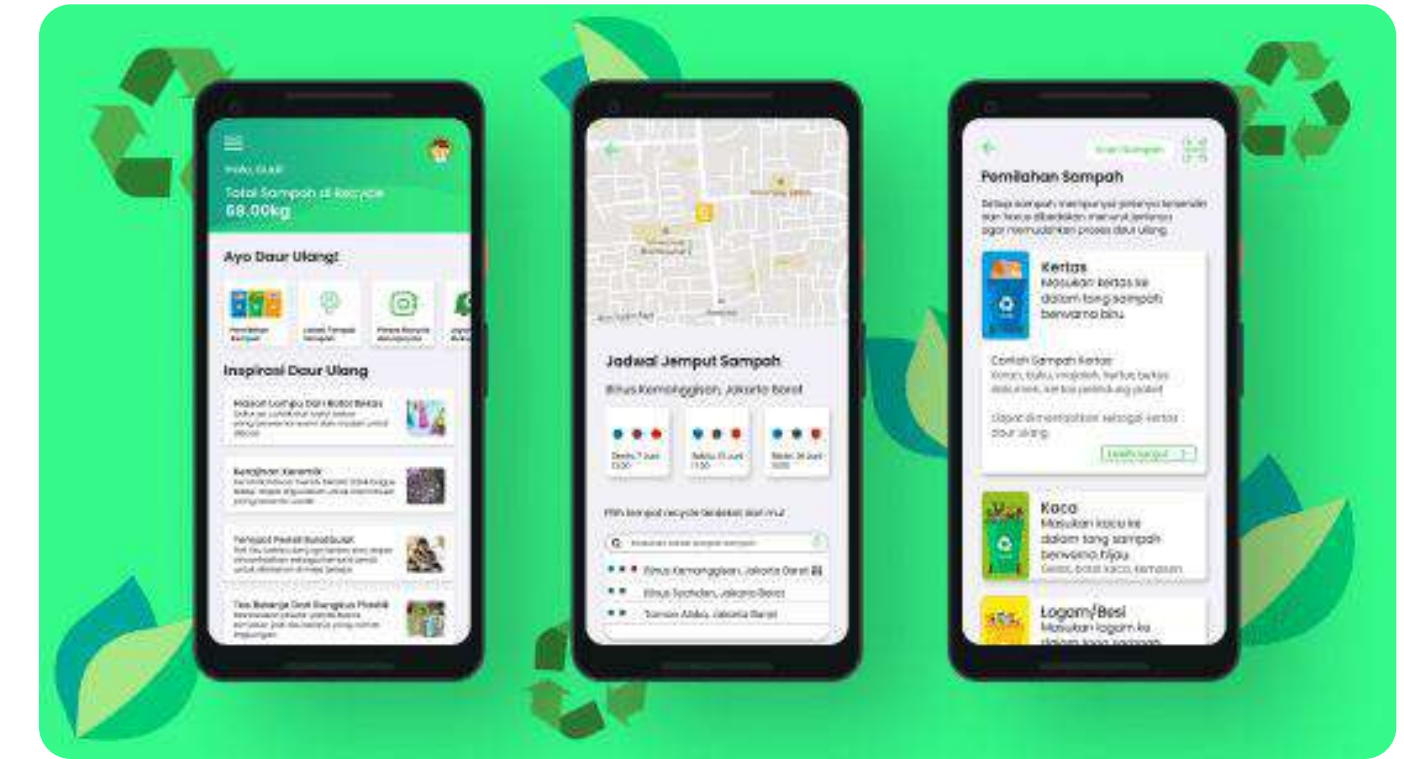
Homestay Finder | 2020

UI/UX Design



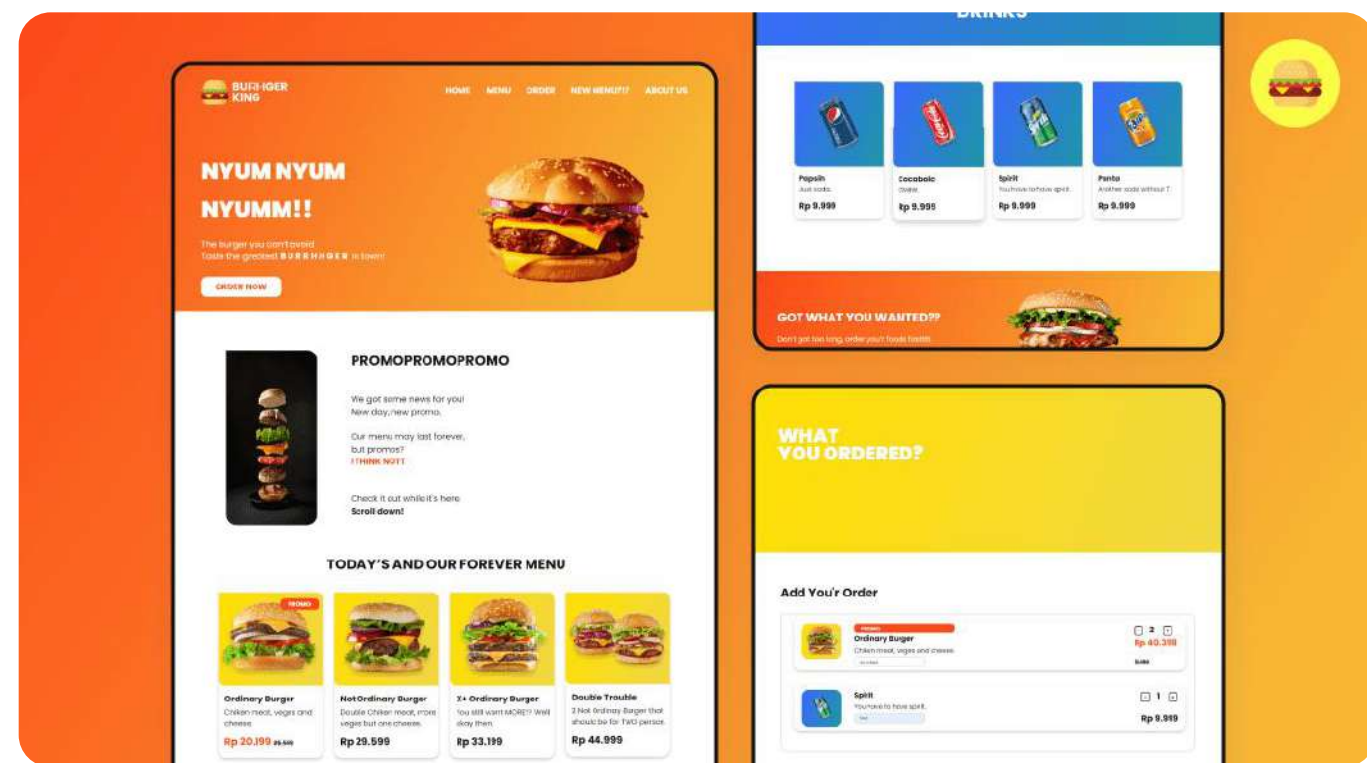
Beli Bang! | 2020

App Concept



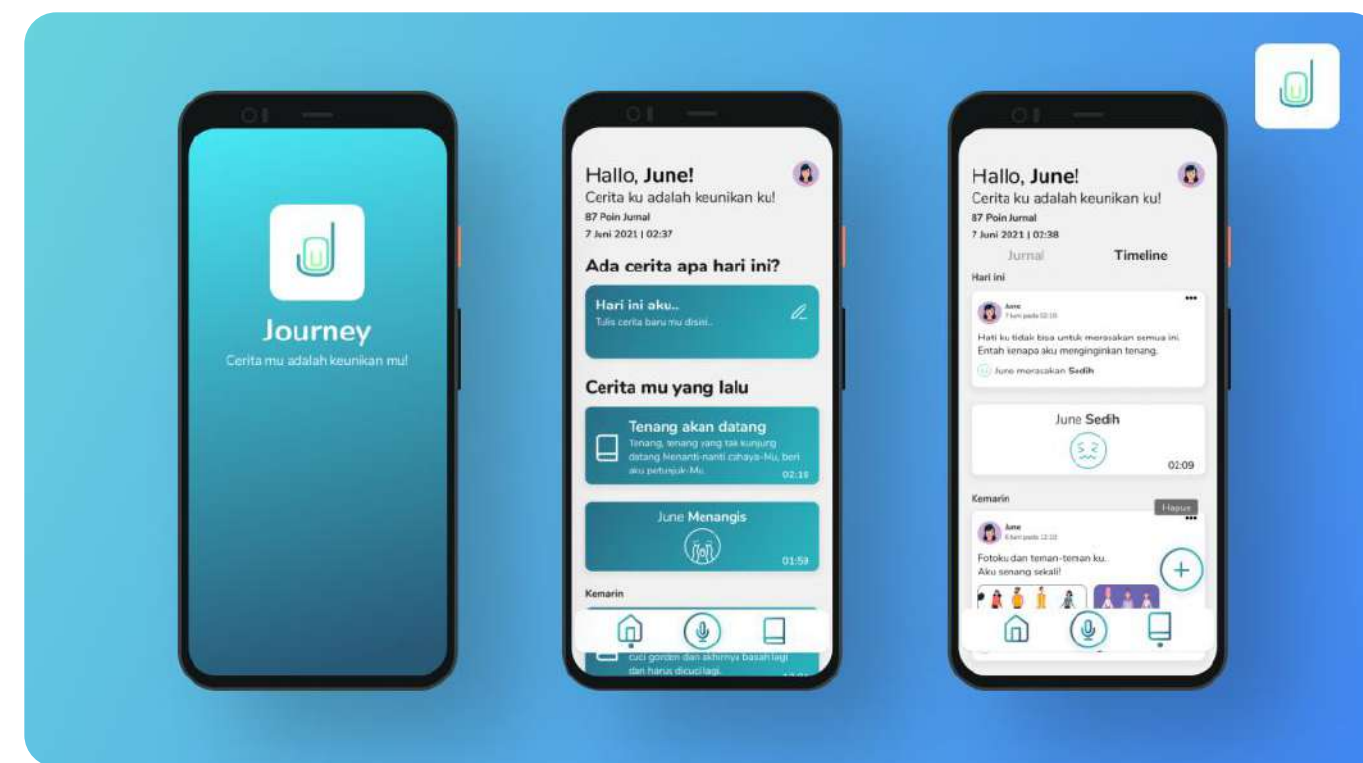
Lecycle | 2021

App Concept



BuRHger King | 2021

Website



Journey | 2022

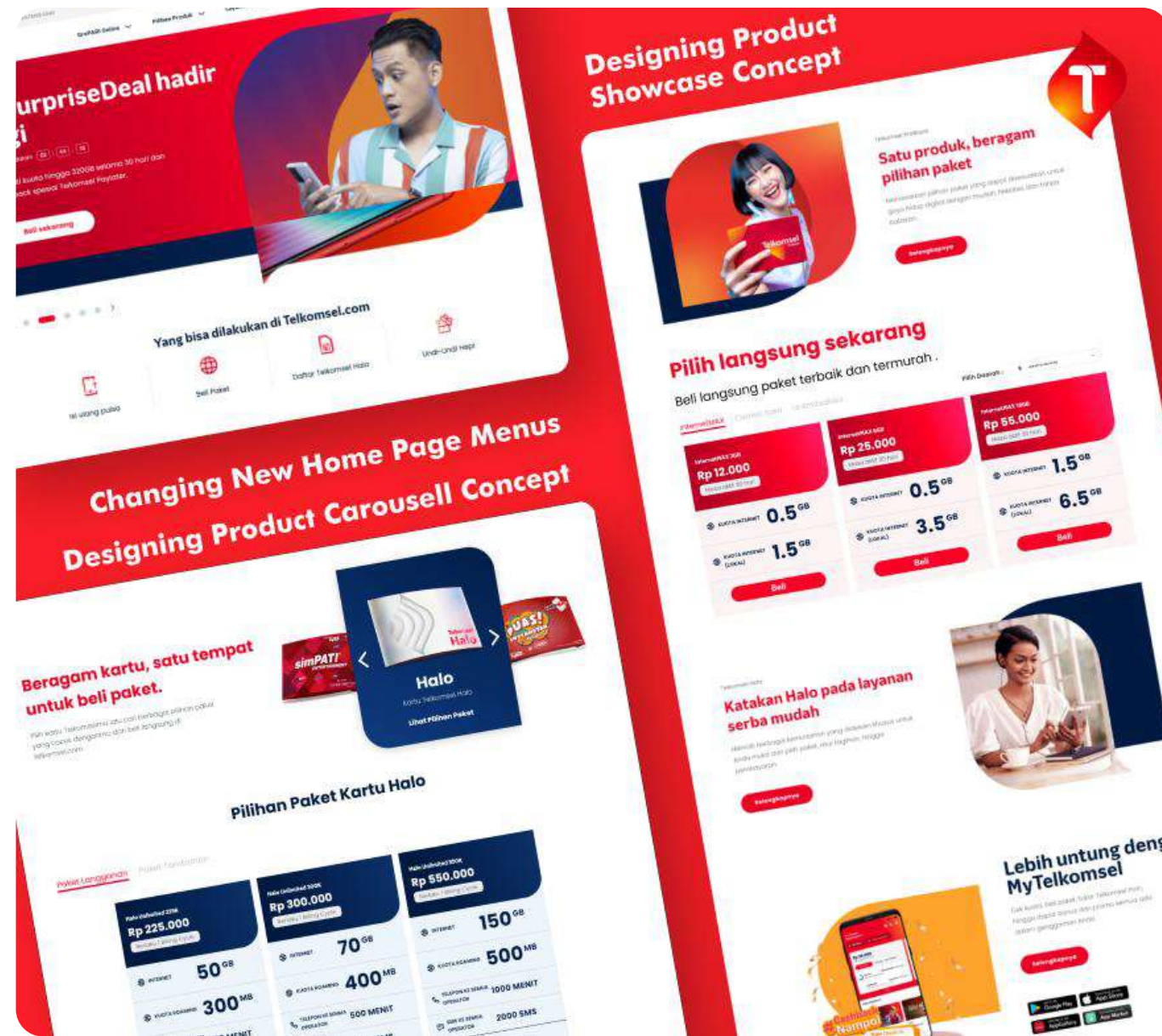
Application



Kostku | 2023

Application

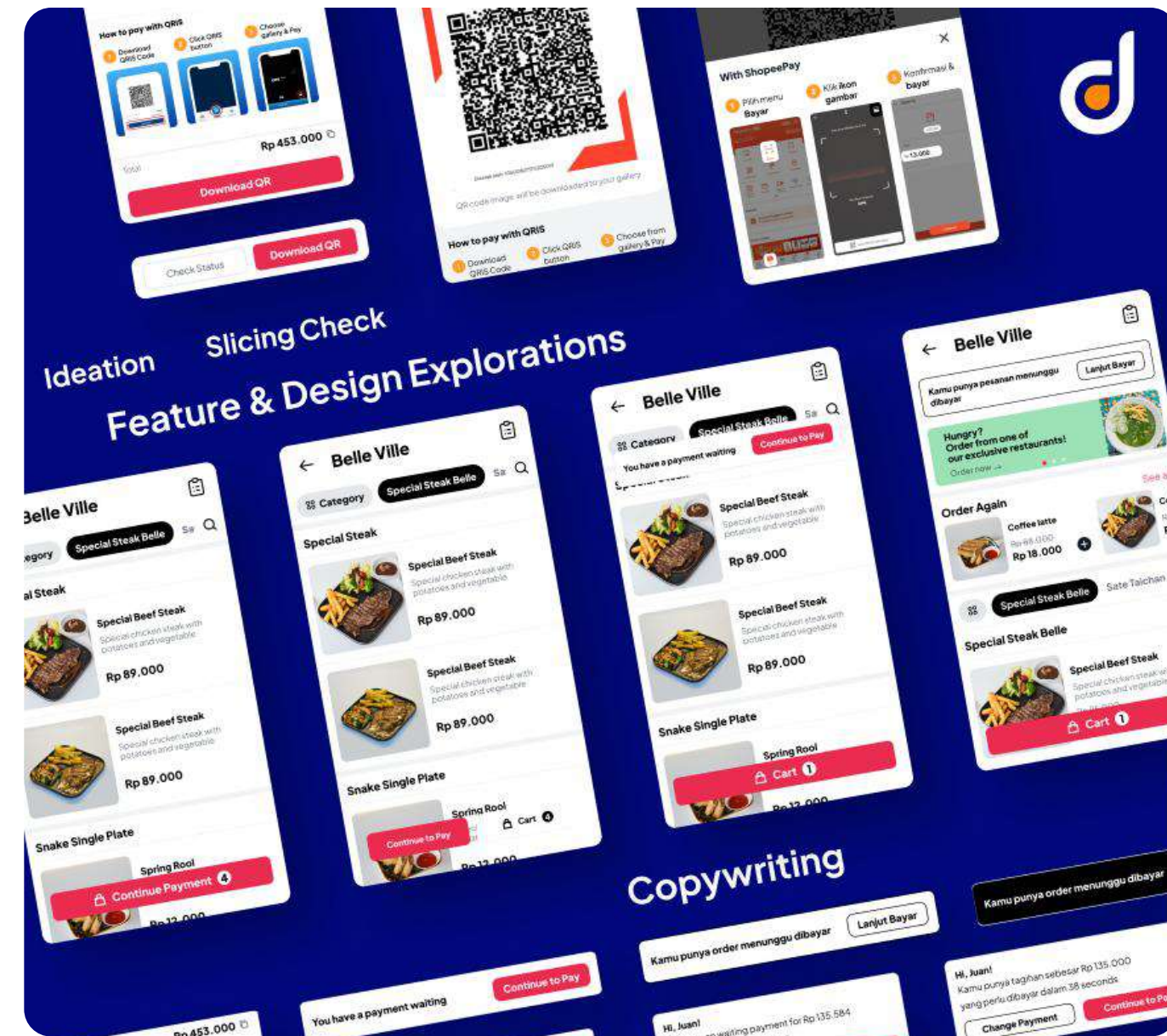
Work Portfolio



Telkomsel | 2022

Internship

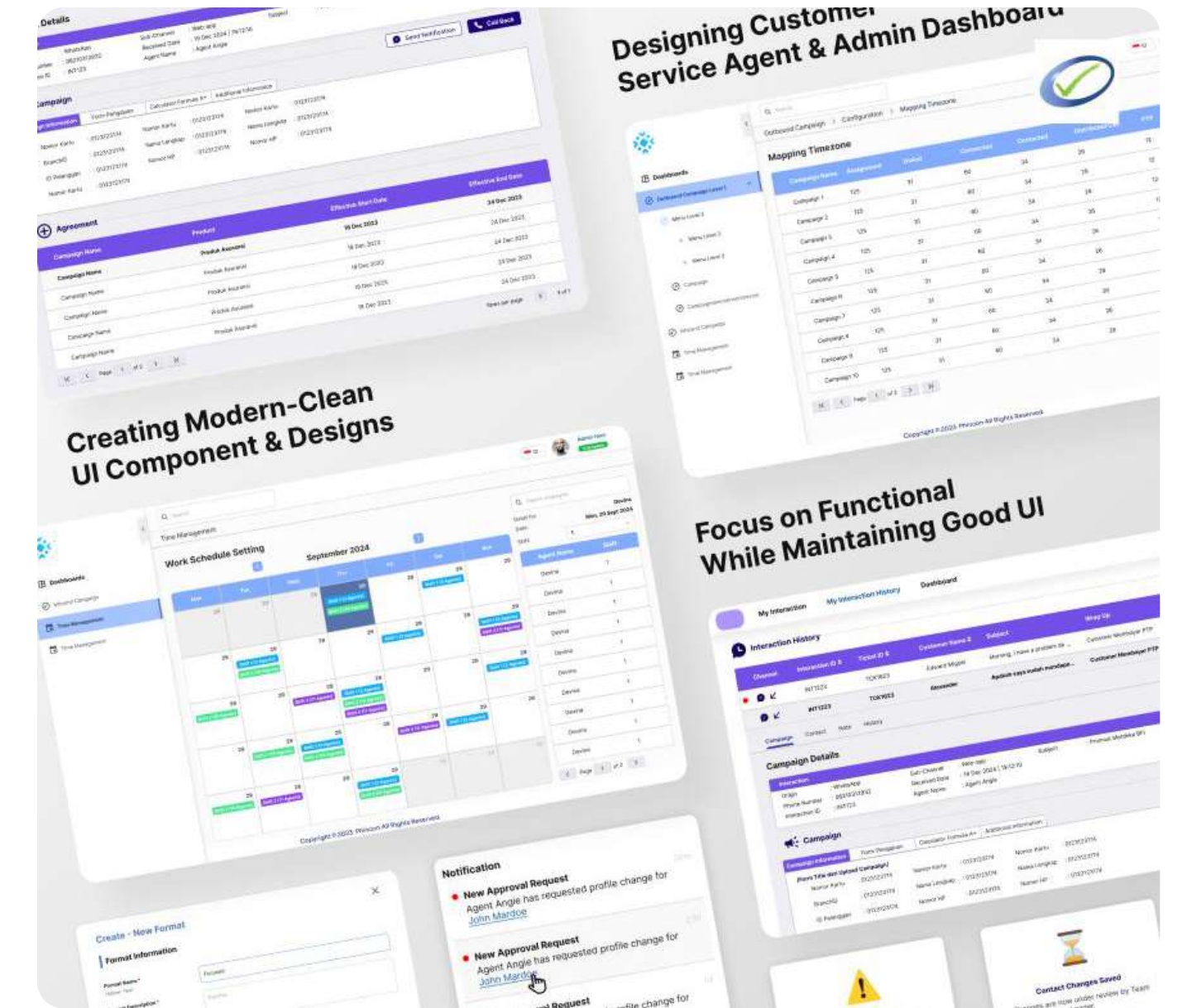
Working as a Web Creative Solution for the largest cellular operator in Indonesia.



Desty | 2022

Internship

Designing tech tools for digitizing commerce in Indonesia.



PhinCon | 2024

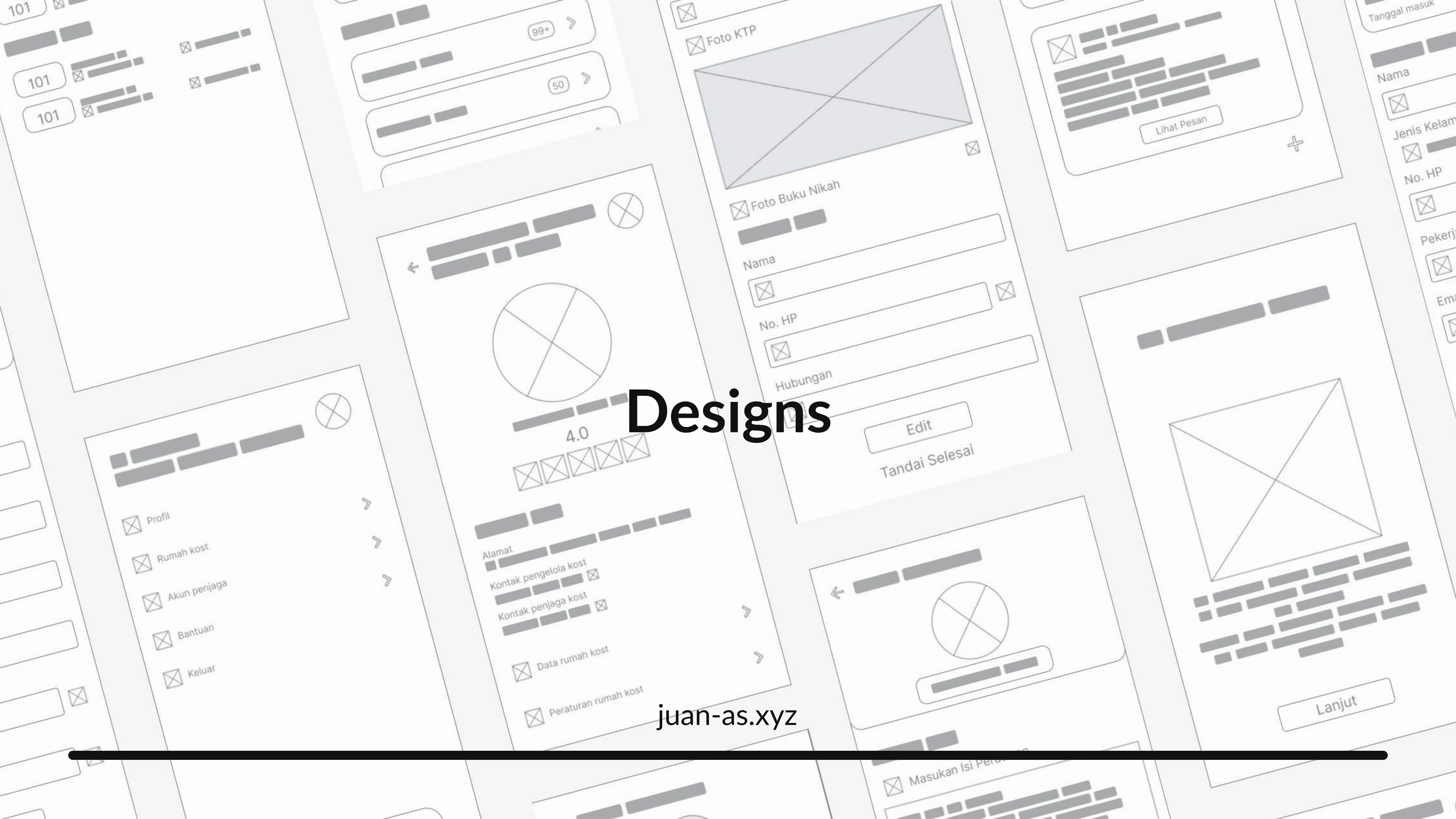
Internship

Help creating SaaS application product for business client needs.

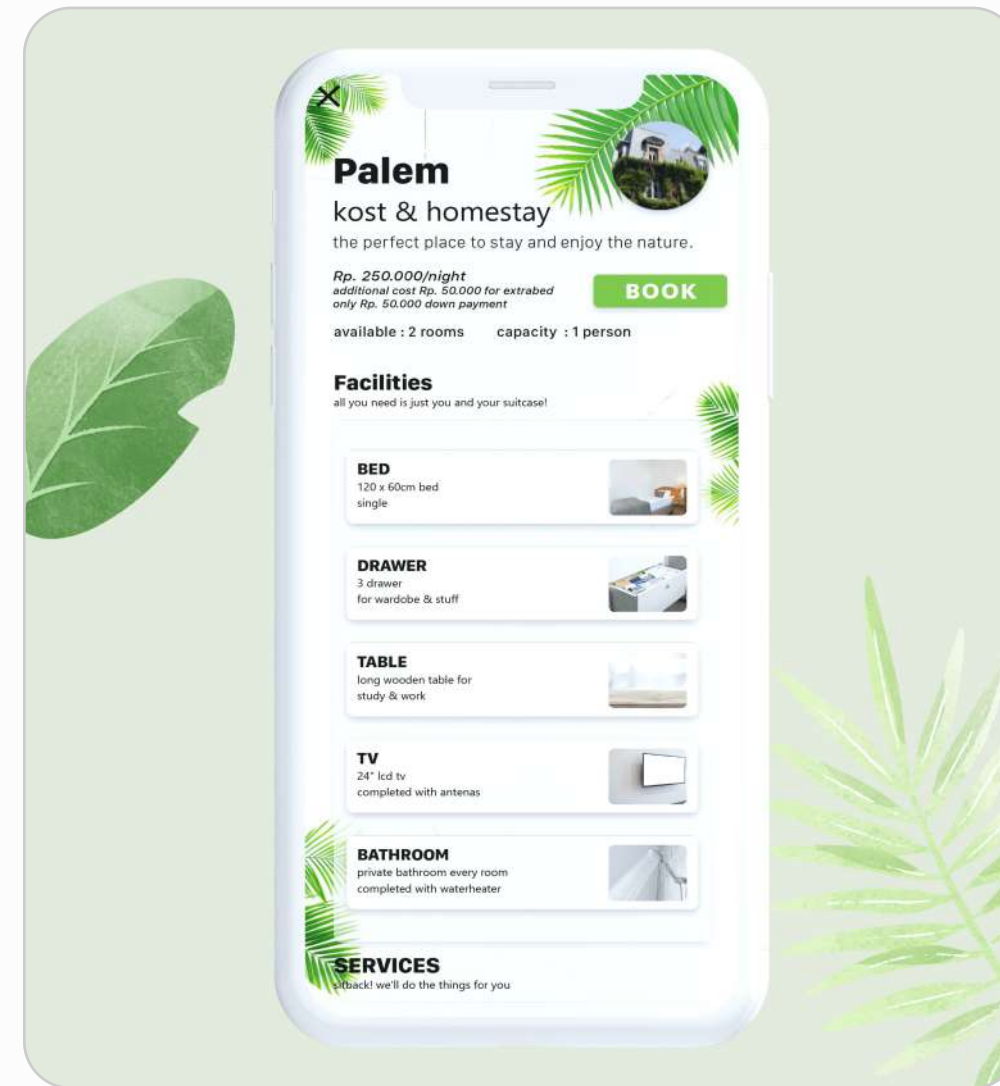
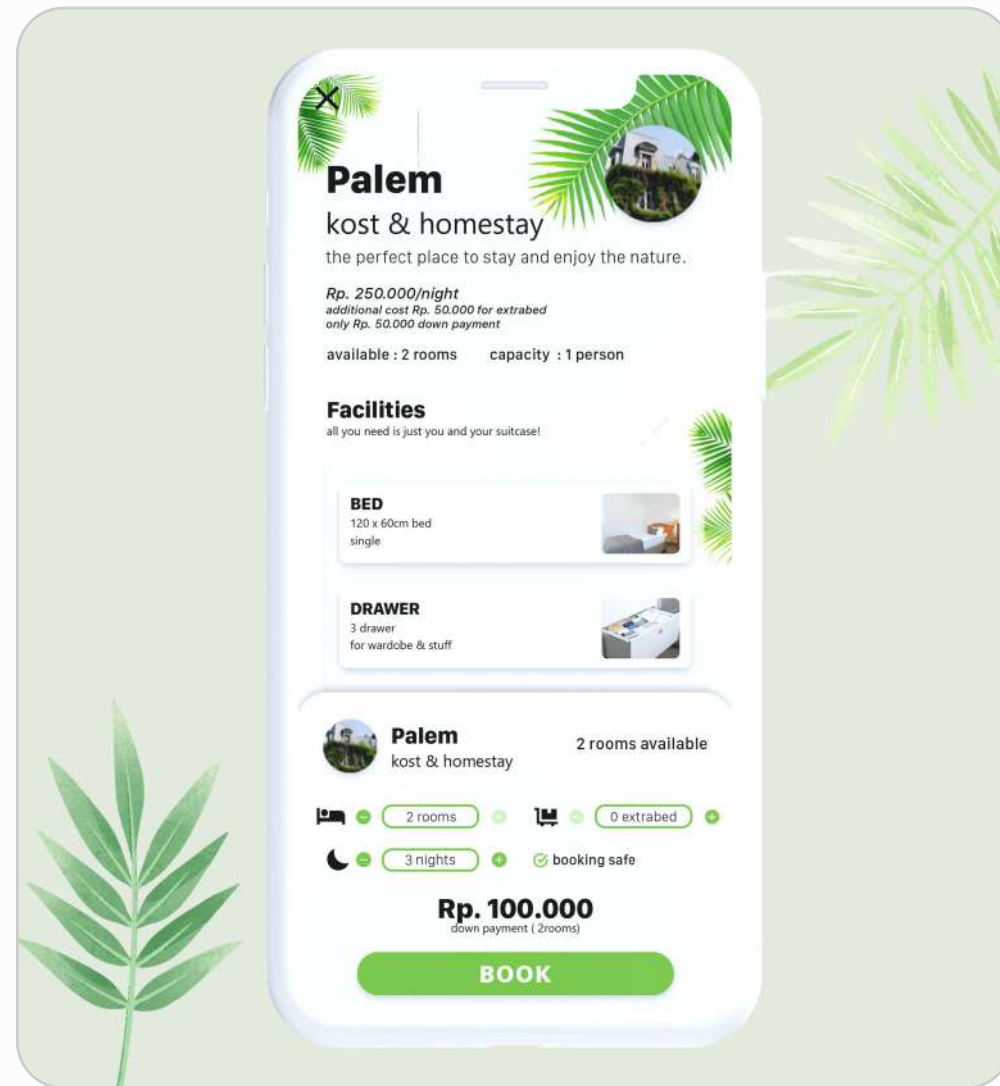
For other portfolios, please check on juan-as.xyz/portfolio

Designs

juan-as.xyz



J Design #1 - Homestay Finder | 2020



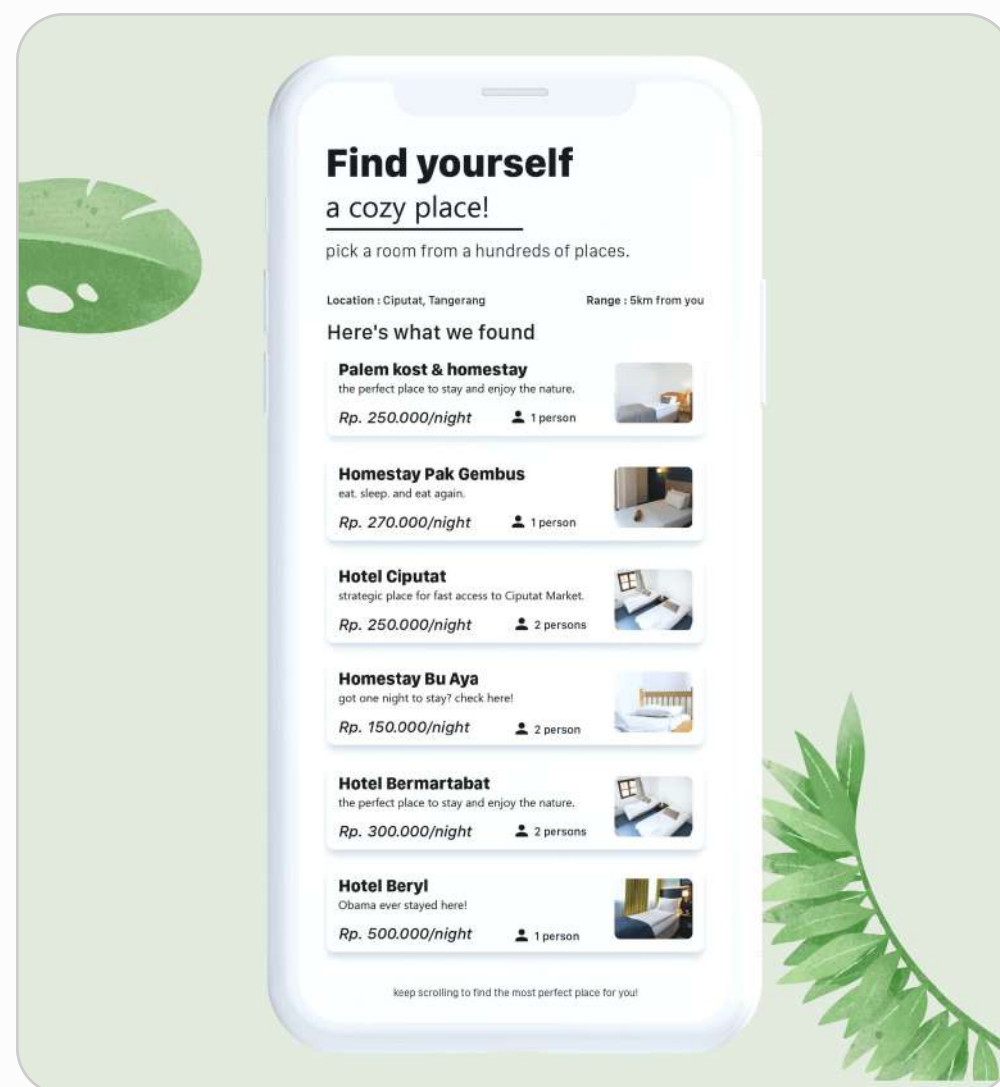
Overview

Seeing a lot of applications for searching a place to stay for the night, such as hotels and homestays, I'm challenged to create an application design that is simple & minimalist, but still informative by displaying the information needed directly on the first page when the user sees the search list. Therefore, users can match the hotel or homestay they are looking for with their own tastes.

The Idea & Objectives

Taking an example from Palem Kost, this app design is inspired by palm tree leaves, which have a calm and relaxing impression, so I chose green for the color and use an image of a palm leaf as the background.

In the concept, the background image can match the name or theme of the hotel. So by just looking at the application, users can feel the vibe of the place.



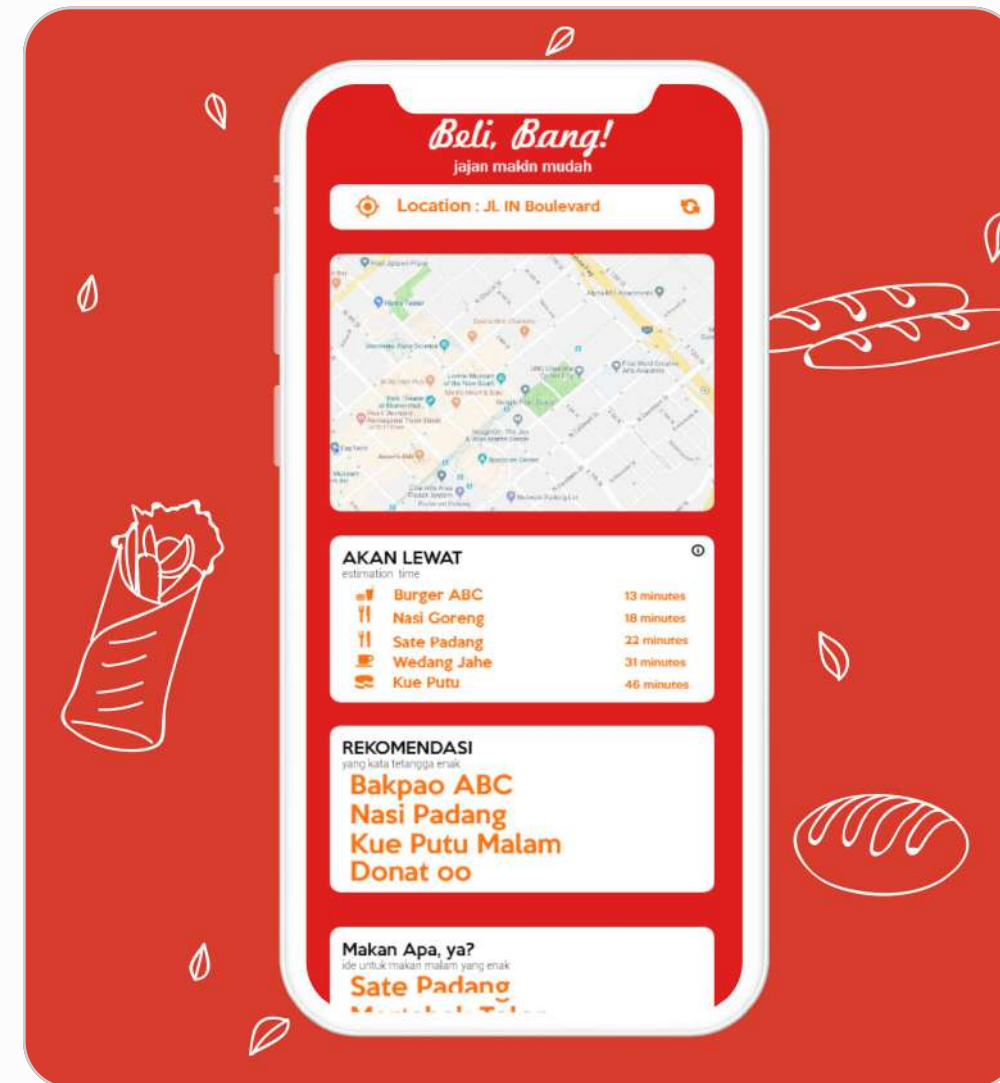
Project Type:
Self Directed Project

Project Date:
Feb 2020

Role:
UI/UX Designer

Tools:
AdobeXD, Corel Draw

J Design #2 - Beli Bang! | 2020



Project Type:
Entrepreneurship Ideation

Project Date:
Jul 2020

Role:
Inventor, Project Leader, UI/UX Designer

Tools:
AdobeXD, Corel Draw

Overview

Me and my team came up with the idea to create an application that can track the location of mobile food vendors, or "Abang penjual makanan keliling" who usually pass in front of houses.

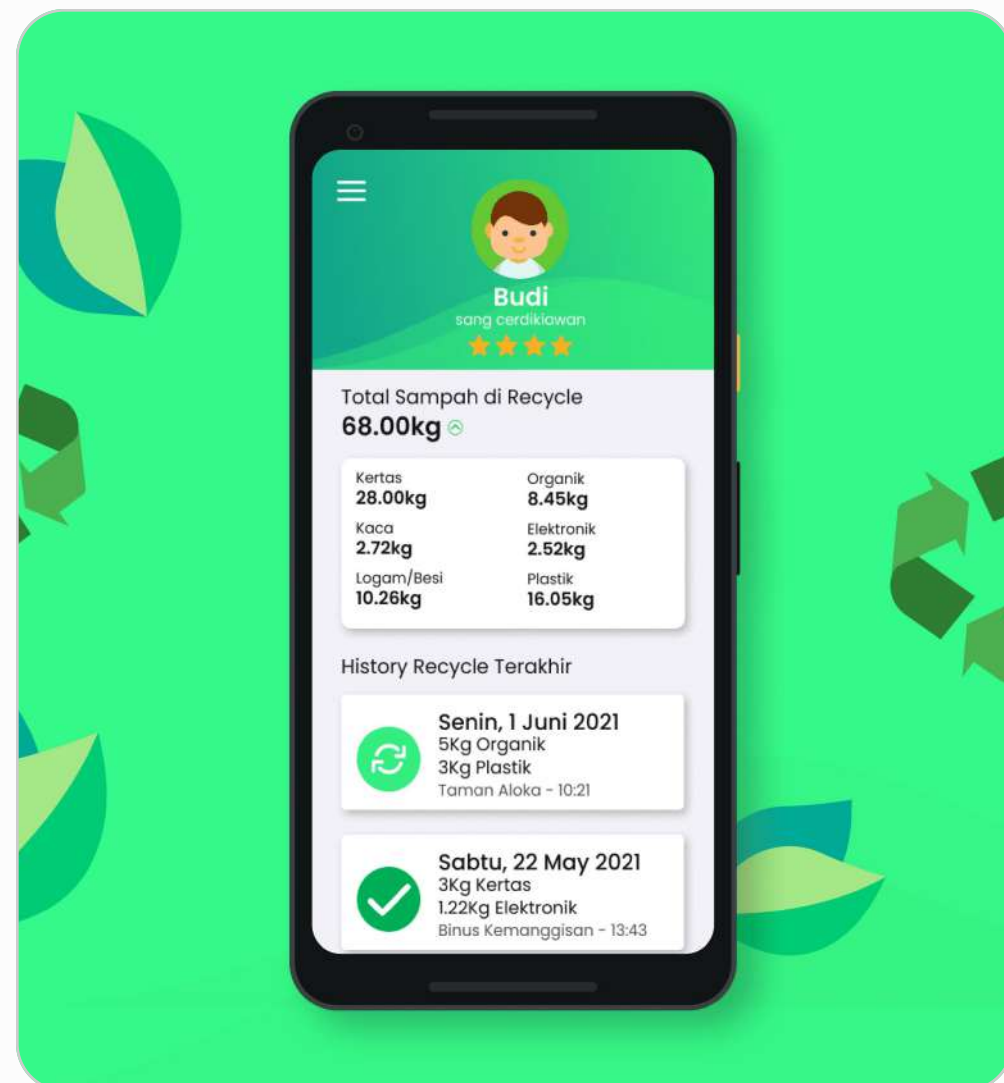
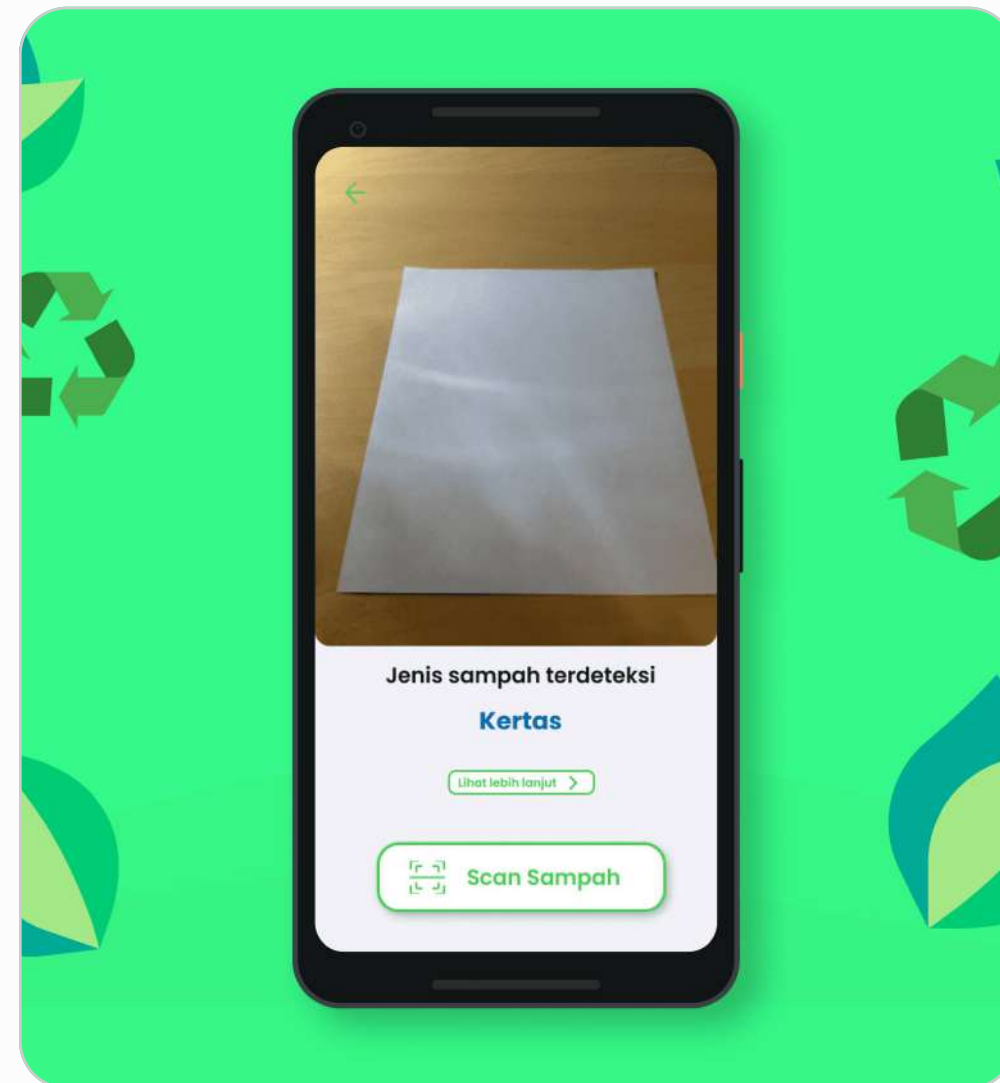
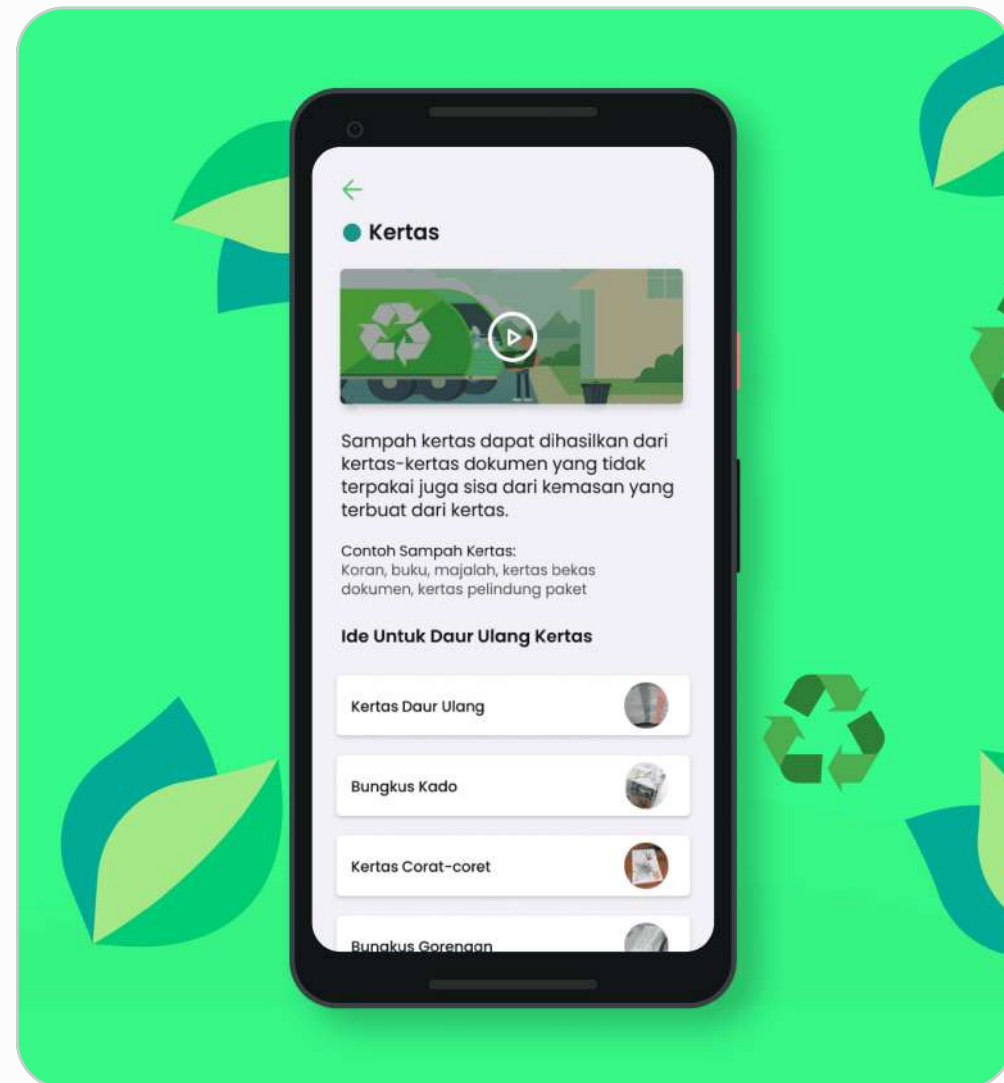
As we know, in Indonesia we have a tradition of selling food by traveling and bringing the food. and people often miss them because it's unnoticed when it passes their house.

The Idea & Objectives

By using the Beli, Bang! application, people who want to buy food can see the position and the estimated time to pass in front of their house. The application also sends notifications if the seller passes.

The app also provides more information than just the seller's current location, like their selling hours, status, and menu, along with the price.

J Design #3 - Lecycle | 2021



Project Type:
Ideathon Competition Project

Project Date:
Mar - Jun 2021

Role:
Project Leader, UI/UX Designer

Tools:
Figma

Overview

With environmental issues as the topic, we brainstormed for ideas to find out what problems exist around us and also analyze what solutions can be made with the help of a device, namely a smartphone with an application on it. We found that awareness of recycling activities around us was still very low with a variety of causes that affected it.

The Idea & Objectives

Lack of information about how to do recycling activities and what can be done from recycle material is one of the main cause. To solve it, we design an application & website with prototype to provide information about recycling.

The application has features like an information menu on how to recycle, waste sorting by type of material, maps for finding the nearest recycling center, and also how to make the creation from recycled products with step-by-step guides.

Design #3 - Lecycle | 2021



Masukan lokasi mu

Jenis recycle: Organik Kaca Elektronik

- Jalan Merdeka Selatan, Jakarta
- Jalan Merdeka Barat, Jakarta
- Jalan Sari Pasific, Jakarta
- Jalan Tanah Tinggi 2, Jakarta
- Jalan Pulo 8, Jakarta

Kelompok Pintar
Recycle dengan pintar dan mudah.

[Beranda](#)
[Artikel](#)
[Mulai Recycle](#)

Design Guide Aplikasi & Web Recycling

Font family:
Poppins

Color:

- Text: #111111
- Light: #46CF53
- Dark: #006838
- White: #FFFFFF
- Border: #ADADAD
- Background: #F2F1F7

Drop Shadow:
x: 3, y: 4, blur: 10, spread: 0, #000000 25%

Text Size:

Use	Web	Phone/app
Heading/Title	32px	22px
Subtitle/Text	22px	18px
Small text	18px	15px

Logo/Icon:

Kelompok Pintar Beranda Artikel [Recycle Sekarang](#)

Kelola Sampah Mu Dengan Pintar!

Recycle dengan tepat dan mudah.

Mulai Recycle

3 langkah pintar memulai mengurangi sampah

- Reduce** Mengurangi sampah sekali pakai.
- Reuse** Menggunakan Sampah yang masih Layak pakai
- Recycle** Mendaur Ulang Sampah agar bisa digunakan kembali

Pintar memilah sampah berdasarkan jenisnya

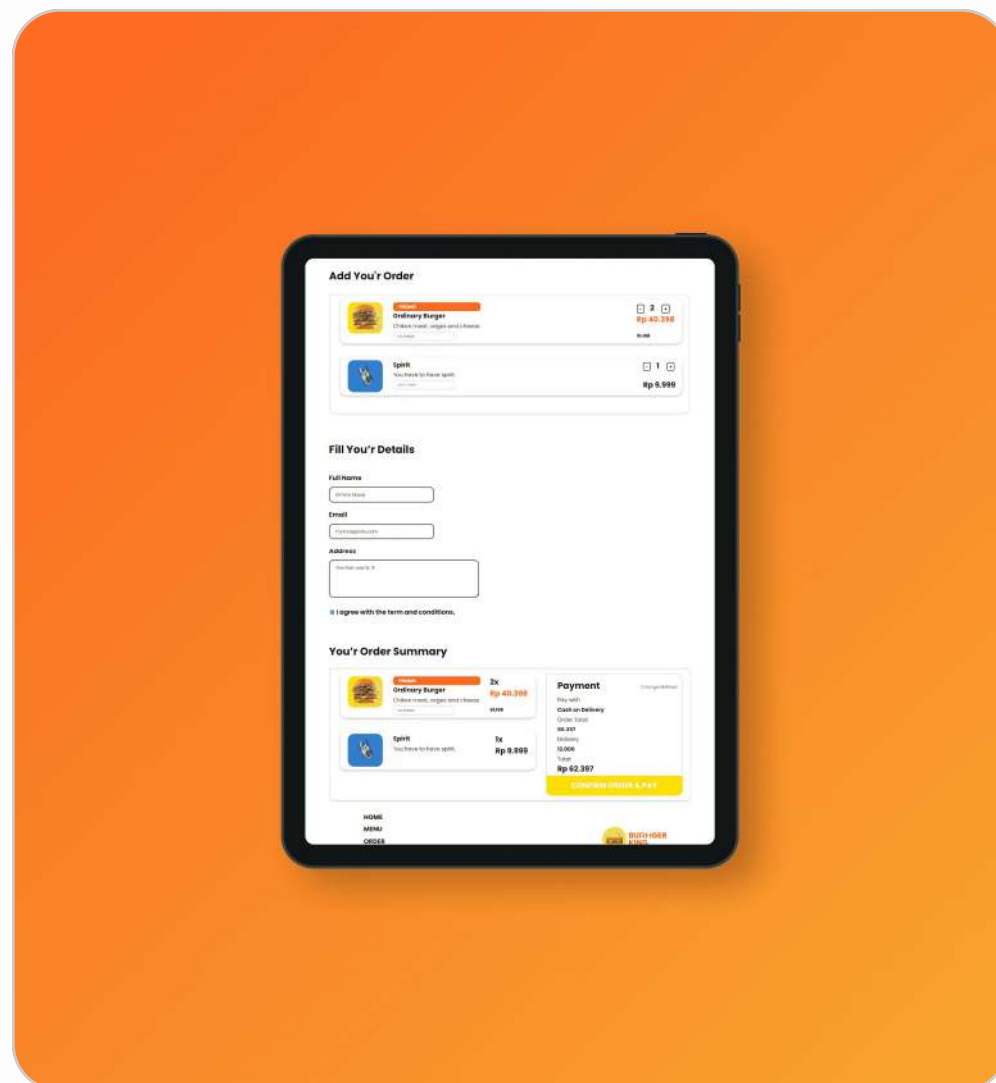
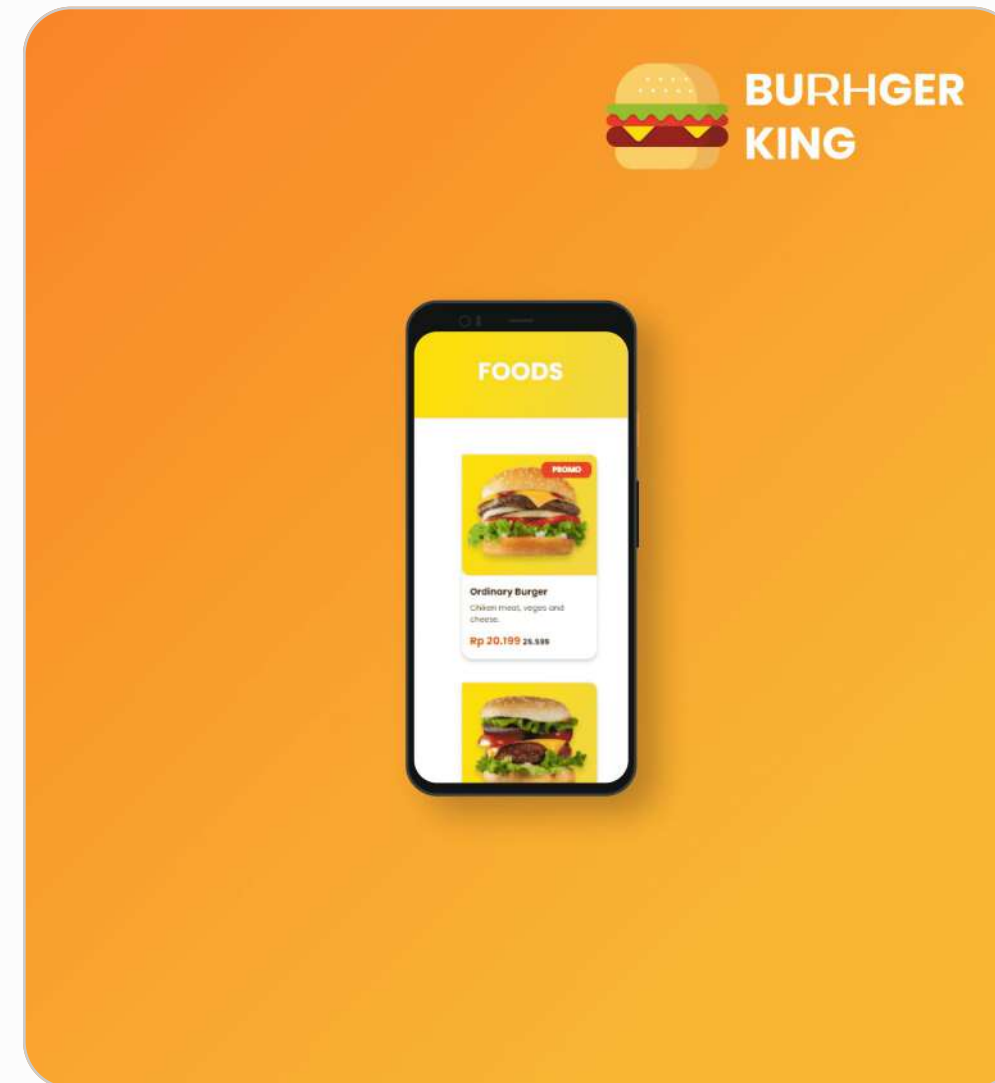
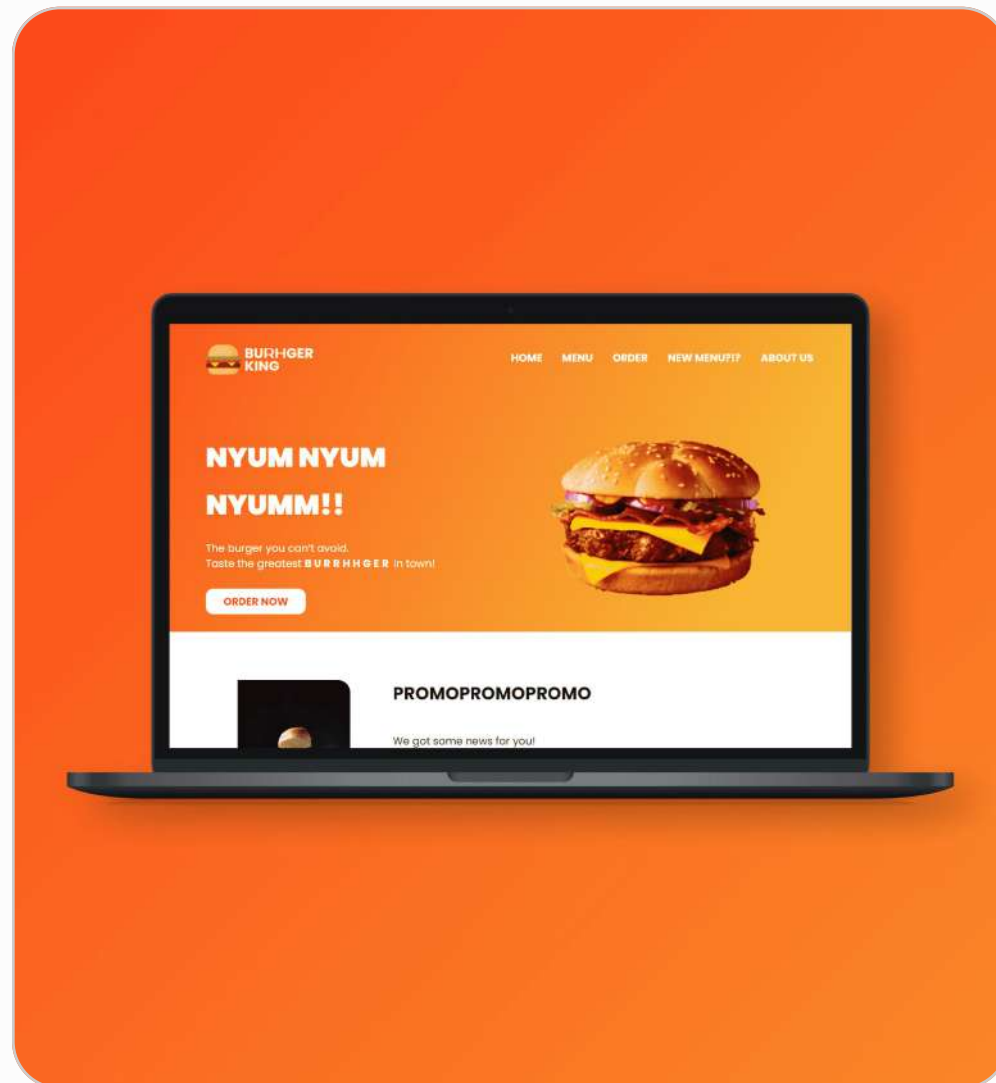
Klik jenis sampah untuk melihat contoh sampah dan pemanfaatannya.

- Kertas** Masukan kertas ke dalam tong sampah berwarna biru. Koran, buku, majalah
- Plastik** Masukan plastik ke dalam tong sampah berwarna oren. Kemasan, alat dari plastik
- Kaca** Masukan kaca ke dalam tong sampah berwarna hijau. Gelas, botol kaca, kemasan
- Organik** Masukan organik ke dalam tong sampah berwarna abu-abu. Makanan sisa, daun, plastik kentang
- Logam/Besi** Masukan logam ke dalam tong sampah berwarna kuning. Pin, kawat, tembaga
- Elektronik** Masukan elektronik ke dalam tong sampah berwarna merah. Handphone, laptop, aksesoris



[Click project title for detailed article](#)

Design #4 - BuRHger King | 2021



Project Type:
Assignment Project

Project Date:
Nov 2021

Role:
UI/UX Designer, Front-end Developer

Tools:
Figma, VSCode

Tech:
HTML, CSS, JS

Overview

For a team project assignment, I was given a case study with the theme of a fast-food restaurant company that needs a website for their customers to order food and search for information such as promotions and menus.

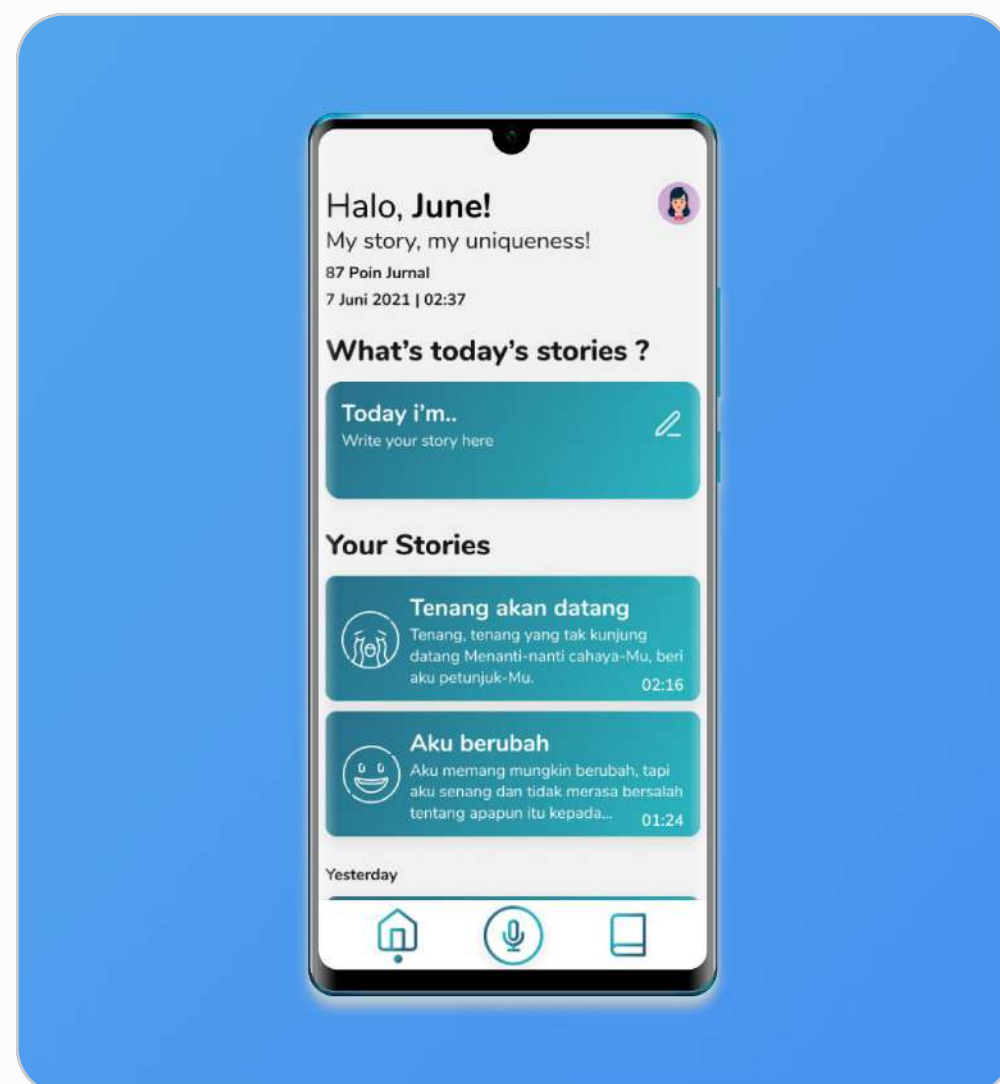
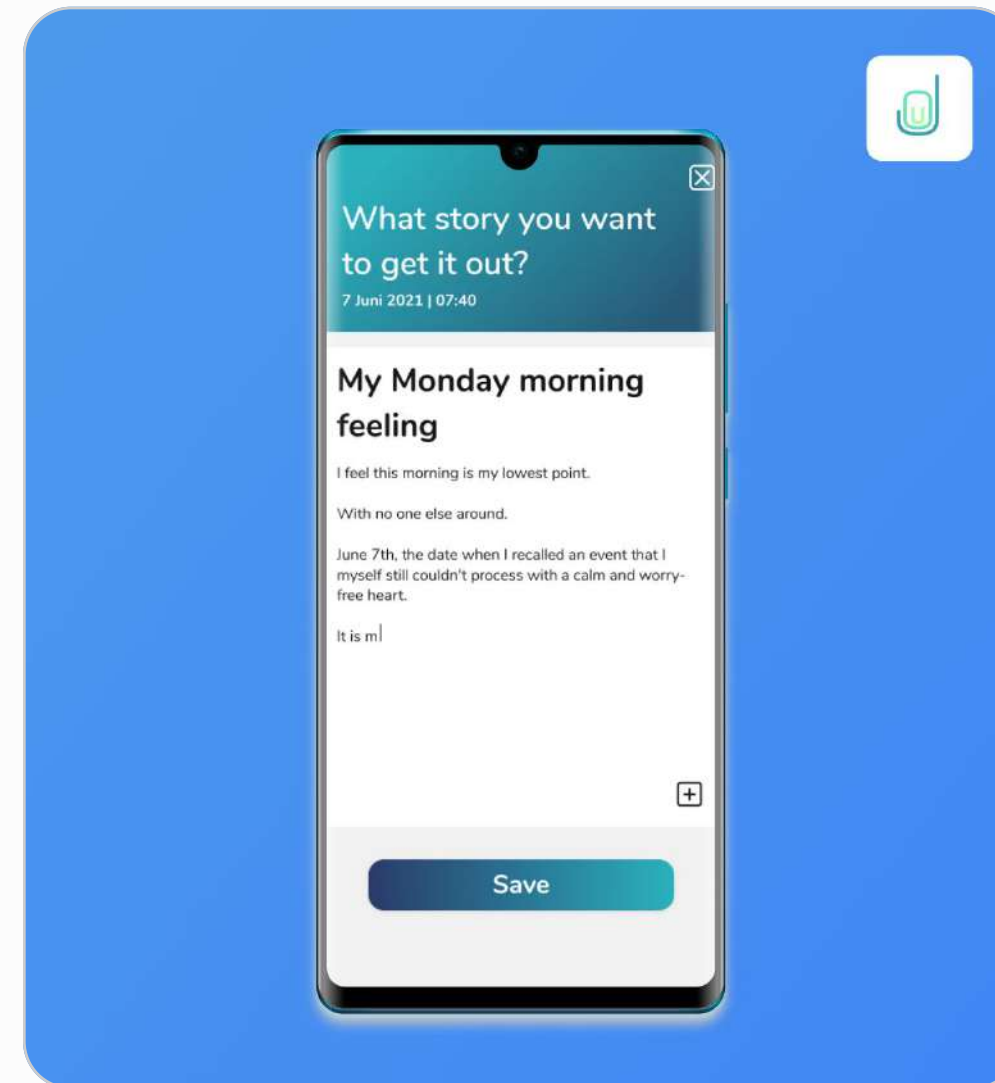
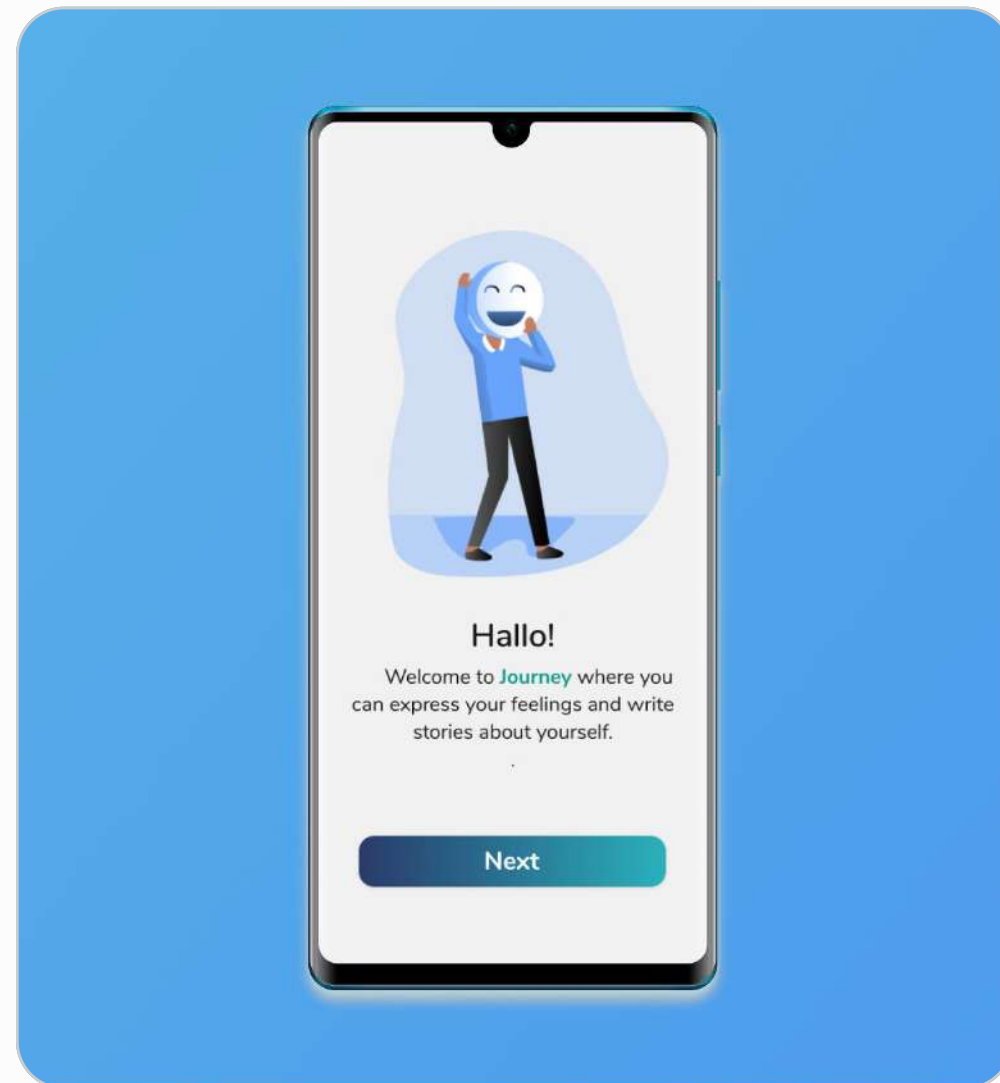
The Idea & Objectives

As an web to find promotions and order, I designed the website with sections like promo information, ongoing events, menu, order page, and a header & footer with navigation buttons for easy browsing experiences.

The design crafted with responsive capabilities in mind for different screen widths, such as desktop, tablet, and mobile screens.

With elements that are responsive to screen width changes, the website can be opened from any device while still showing a neat interface.

Design #5 - Journey | 2022



Project Type:
Entrepreneurship Ideation

Project Date:
Jun 2022

Role:
Project Leader, UI/UX Designer

Tools:
Figma

Overview

Noticing the increasing levels of anxiety and mental health problems among teenagers in Indonesia, we discuss how we can help to reduce anxiety problem and make people feel better. We read that journaling is an effective way to reduce stress levels by expressing thoughts in the form of daily reflection.

The Idea & Objectives

We created a simple application with an easy note-taking interaction to help users dump their minds. The app is designed with a personalized setting and privacy, keeping the users safe and free to write down and express their feelings by filling out a mood meter every time they create new stories.

We also add a point system/gamification to motivate users to keep on journaling and embrace the emotion.

J Design #6 - Kostku | 2023



Overview

Kostku application aims to assist "rumah kost" or boarding house owners in managing their business operations by digitizing their accounting needs.

With its wide features, it also helps residents communicate more easily with the owners during their stay. By digitizing the system, boarding house operations will be easier, more efficient, and faster.

The Idea & Objectives

The key feature is to keep and display all the latest data, such as data on the occupants of each room and the payment calendar of the boarding house, in one application.

That way, the boarding house owner can quickly access information and provide it to the seekers. All data was entered by the boarding house manager and updated regularly.

Cukup dengan satu aplikasi, Anda dapat menyimpan berbagai data yang diperlukan rumah kost dan mengaksesnya dengan mudah.

Latar Belakang:
Dengan tingginya kebutuhan tempat tinggal, rumah kost menjadi salah satu pilihan yang paling banyak diminati dan membuat bisnis rumah kost menjadi bisnis yang menarik. Tetapi, masih banyak rumah kost yang belum memanfaatkan teknologi digital dengan baik pada operasional serta manajemen data rumah kost sehari-hari. Hal tersebut dapat menyebabkan masalah seperti sulitnya mengakses data, kesalahan data, pengulangan data serta keraguan secara bisnis.

Hasil:
Aplikasi **Kostku** berhasil menerapkan prinsip 8 Golden Rules pada rancangan UI aplikasi yang membuat aplikasi dapat mudah digunakan. Aplikasi **Kostku** juga mendapatkan penilaian 5 Faktor Manusia Tenukur yang baik sebagai berikut:

1. Sebanyak 87.5% persen pengguna memberikan angka nilai diatas 5 yang berarti cepat dan sangat cepat pada faktor Time to Learn.
2. Sebanyak 75% persen pengguna memberikan angka nilai diatas 5 yang berarti cepat dan sangat cepat pada faktor Speed of Performance.
3. Sebanyak 74.1% persen pengguna memberikan angka nilai dibawah 3 yang berarti rendah sampai sangat rendah pada faktor Rate of Errors by Users.
4. Sebanyak 87.5% persen pengguna memberikan angka nilai diatas 5 yang berarti ingat dan mengerti pada faktor Retention Over Time.
5. Sebanyak 81.2% persen pengguna memberikan angka nilai diatas 5 yang berarti puas dan sangat puas pada faktor Subjective Satisfaction.

Tujuan & Manfaat:
Aplikasi **Kostku** ada dengan tujuan untuk membantu pengelola rumah kost dalam manajemen pembukuan, menjalankan operasional, rumah kost dengan meng-digitalsasinya serta membantu penghuni kost selama tinggal di rumah kost agar mudah dalam memberikan dan mendapatkan informasi terkini mengenai rumah kost yang ditempati melalui fitur-fitur yang ada. Dengan adanya sistem yang terdigitalisasi dapat membuat kegiatan yang ada menjadi lebih mudah, efisien dan cepat.

Kesimpulan:

1. Aplikasi **Kostku** menyediakan alat manajemen rumah kost berbentuk aplikasi digital yang dapat digunakan oleh Pengelola dan Penjaga untuk membantu manajemen pembukuan rumah kost.
2. Aplikasi **Kostku** menyediakan alat manajemen rumah kost berbentuk aplikasi digital yang dapat digunakan oleh Pengelola dan Penjaga untuk membantu operasional bisnis rumah kost.
3. Aplikasi **Kostku** menyediakan alat komunikasi dan informasi berbentuk aplikasi digital yang dapat digunakan oleh Penghuni rumah kost pada saat tinggal di rumah kost untuk berkomunikasi dan mendapatkan informasi mengenai rumah kost yang ditempati.

Fitur-fitur aplikasi Kostku
Kalender rumah kost
Daftar kamar kosong & jatuh tempo
Menambah dan memasukkan data penghuni kost
Melihat data nama

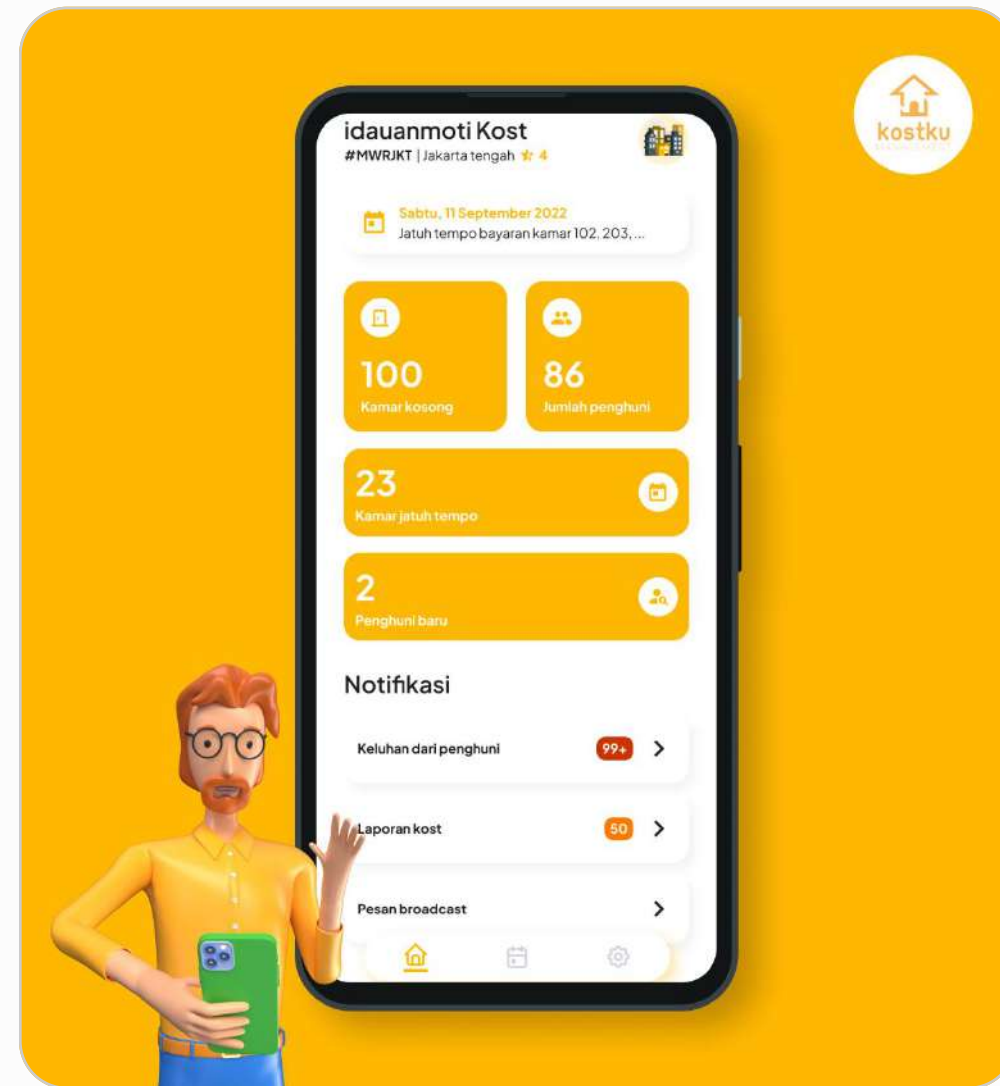
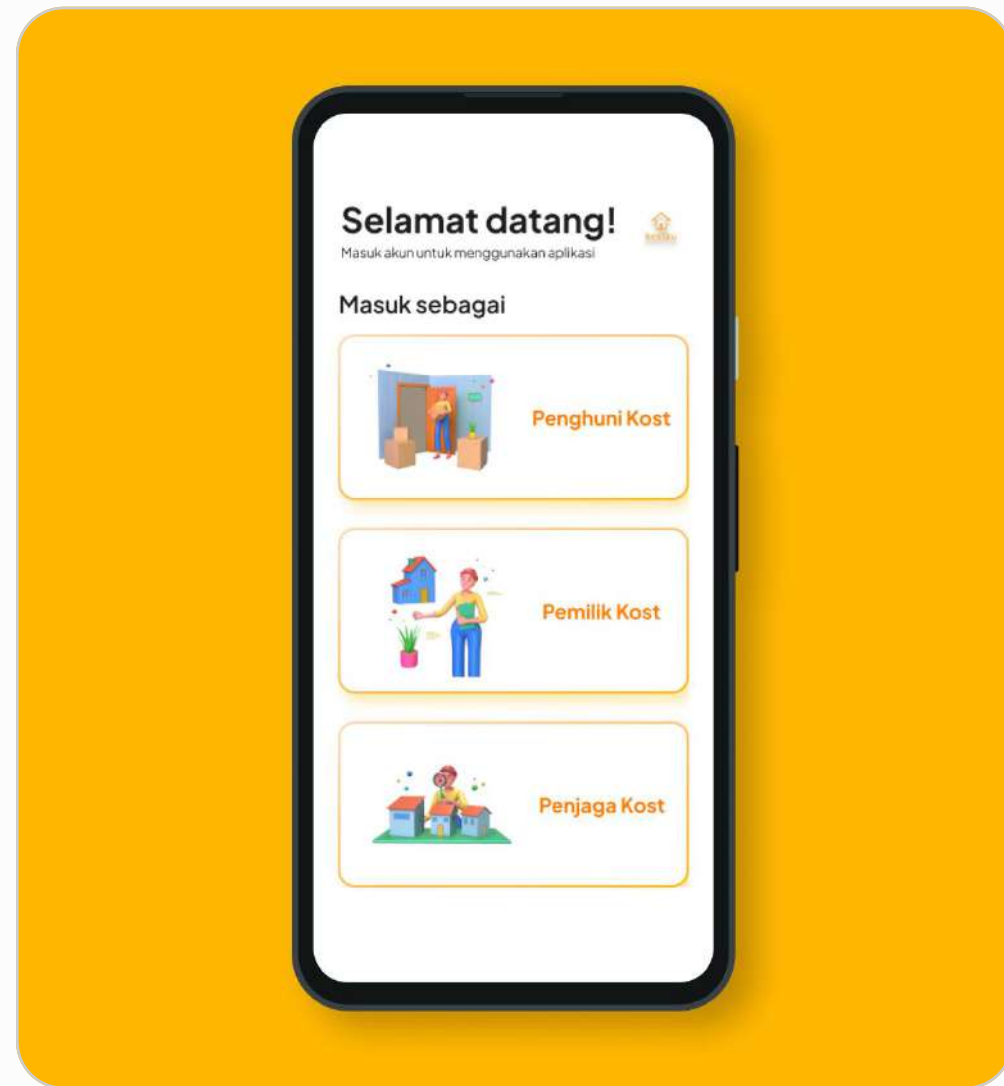
Project Type:
Final Thesis Project

Project Date:
Jan - Jun 2023

Role:
Product Manager, UI/UX Designer

Tools:
Figma, Visual Code, Firebase, React Native

J Design #6 - Kostku | 2023



Typography

Typeface
Plus Jakarta Sans

Variants (Mobile Size)

Heading 1	Heading 2
font weight: bold font size: 31px line height: 30px	font weight: semi bold font size: 21px line height: 26px
Body text bold	Body text
font weight: bold font size: 15px line height: 18px	font weight: regular font size: 15px line height: 18px
Element text bold	Element text
font weight: bold font size: 12px line height: 15px	font weight: regular font size: 12px line height: 15px

Text Colors

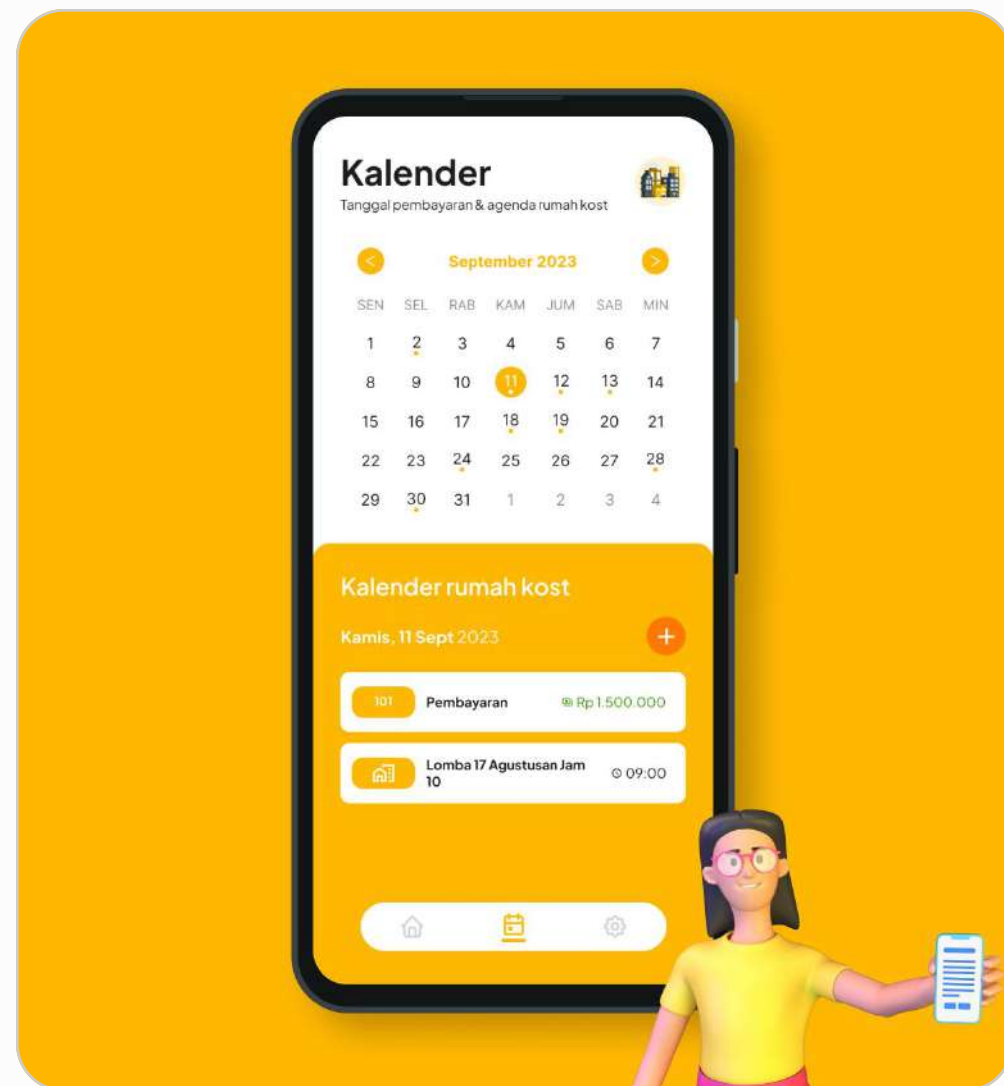
- blacktext: #1E1E1E
- whitext: #FFFFFF

System Text

- placeholder/hint/alt: #D1D5DB
- error: #FF0000

Button Components

- Button
- Button Group
- Navigation Button
- Checkmark
- Floating Button
- Search Bar Action (React Native Elements Style)
- Text Button
- Tab Menu Item
- Tab Menu (React Native Elements Style)
- List Item w/ Badge & Nav
- List Item w/ Toggle
- Menu List
- Dashboard Card Icon
- Dashboard Card Button
- Card Menu



Input Components

Text Field (NativeBase Style)

- Email
- Password
- No. HP
- Nomor telepon
- Link
- Kode rumah kost

Text Area Field (NativeBase Style)

Radio

- Pembayaran
- Pembayaran Info keluar kost
- Lainnya
- Jenis Kelamin
- Laki-Laki
- Perempuan

Switch

- Status Kamar
- Tersedia
- Kosong
- Tidak bisa digunakan

Work Portfolio

juan-as.xyz



Intern at Telkomsel

the collage of fun activities while being an intern

Work Type:
Internship
[See certificate ↗](#)

Work Period:
Feb - Jul 2022 (5 Months)

Role:
Web E-Commerce Creative
Solution

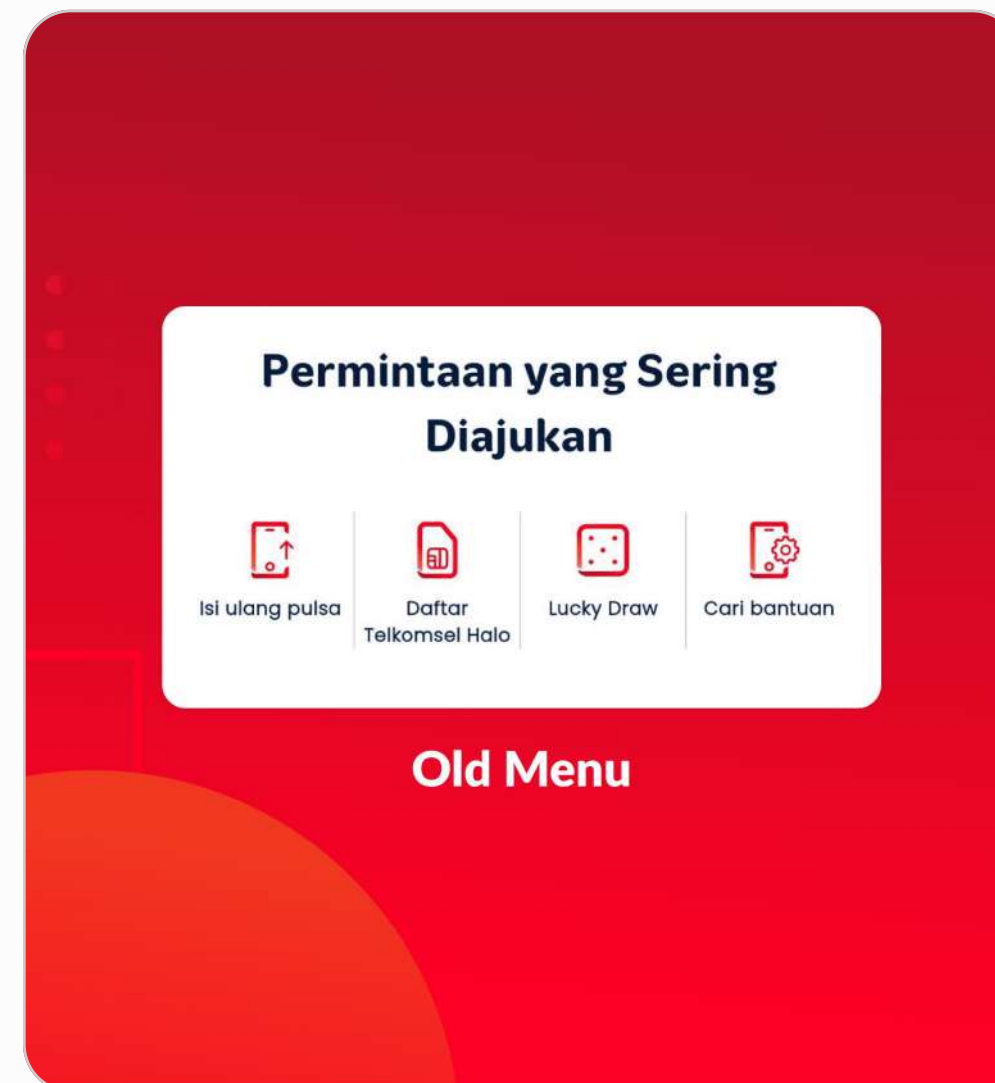
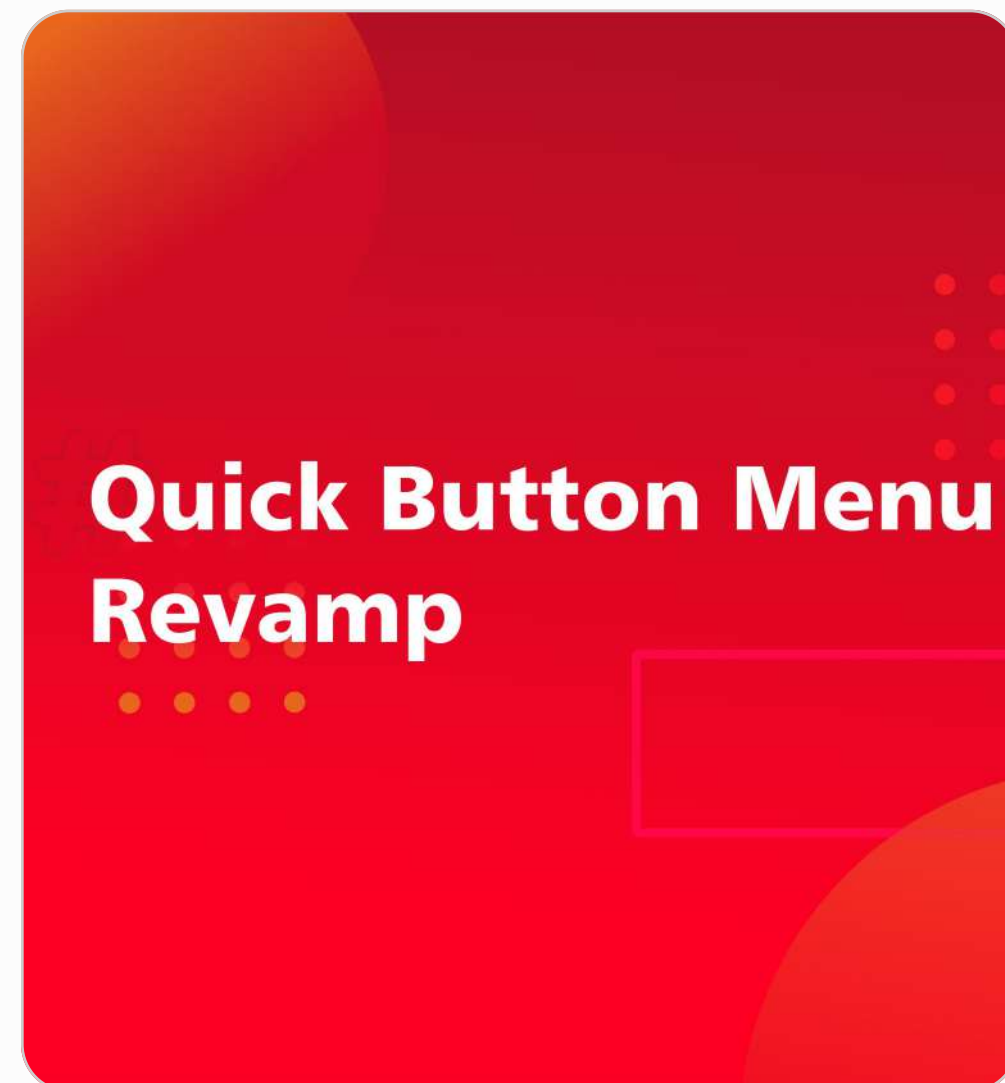
Tools:
Figma, Canva, Teams, Google
Workspace

Project 1:
Quick Button Menu Revamp

Project 2:
Product Carousel Design Concept

Project 3:
Product Showcase Homepage Design Concept

Work #1 - Telkomsel | 2022



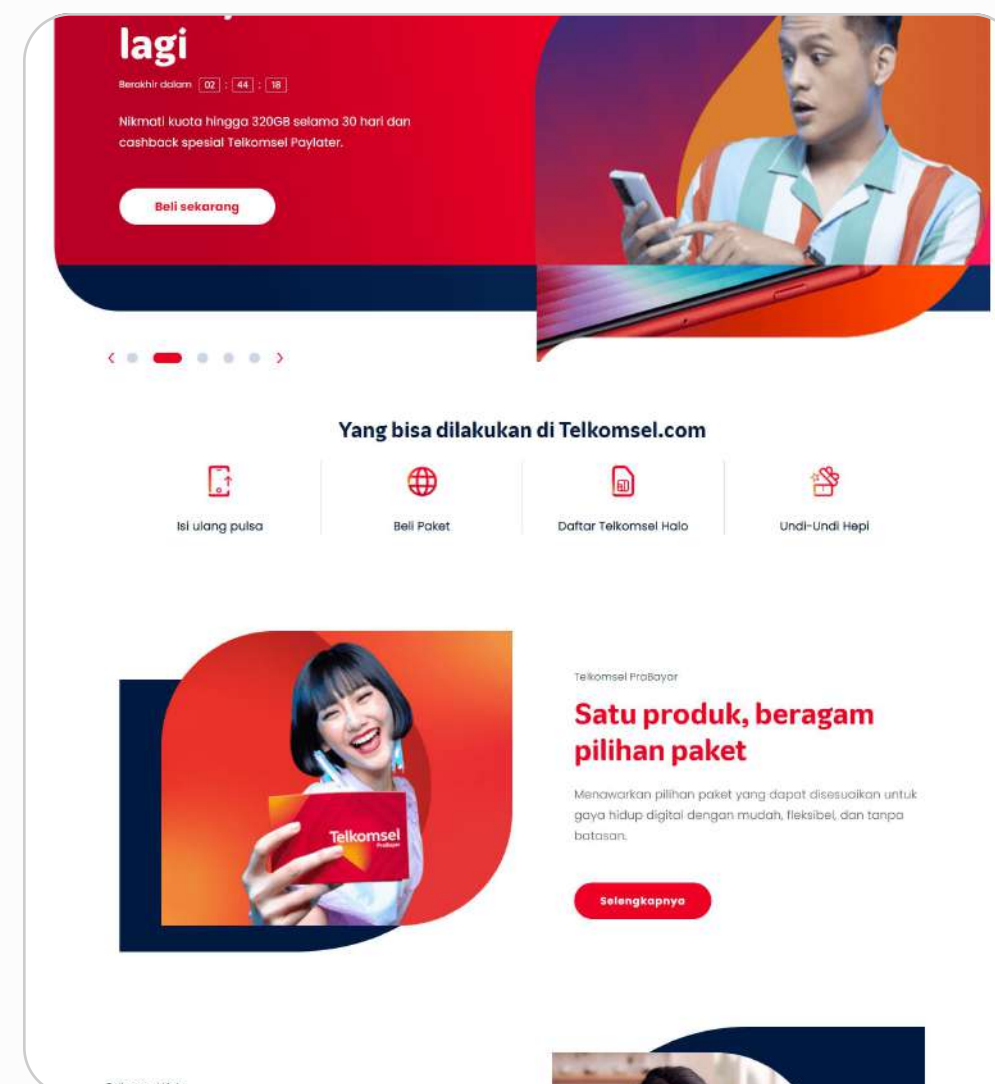
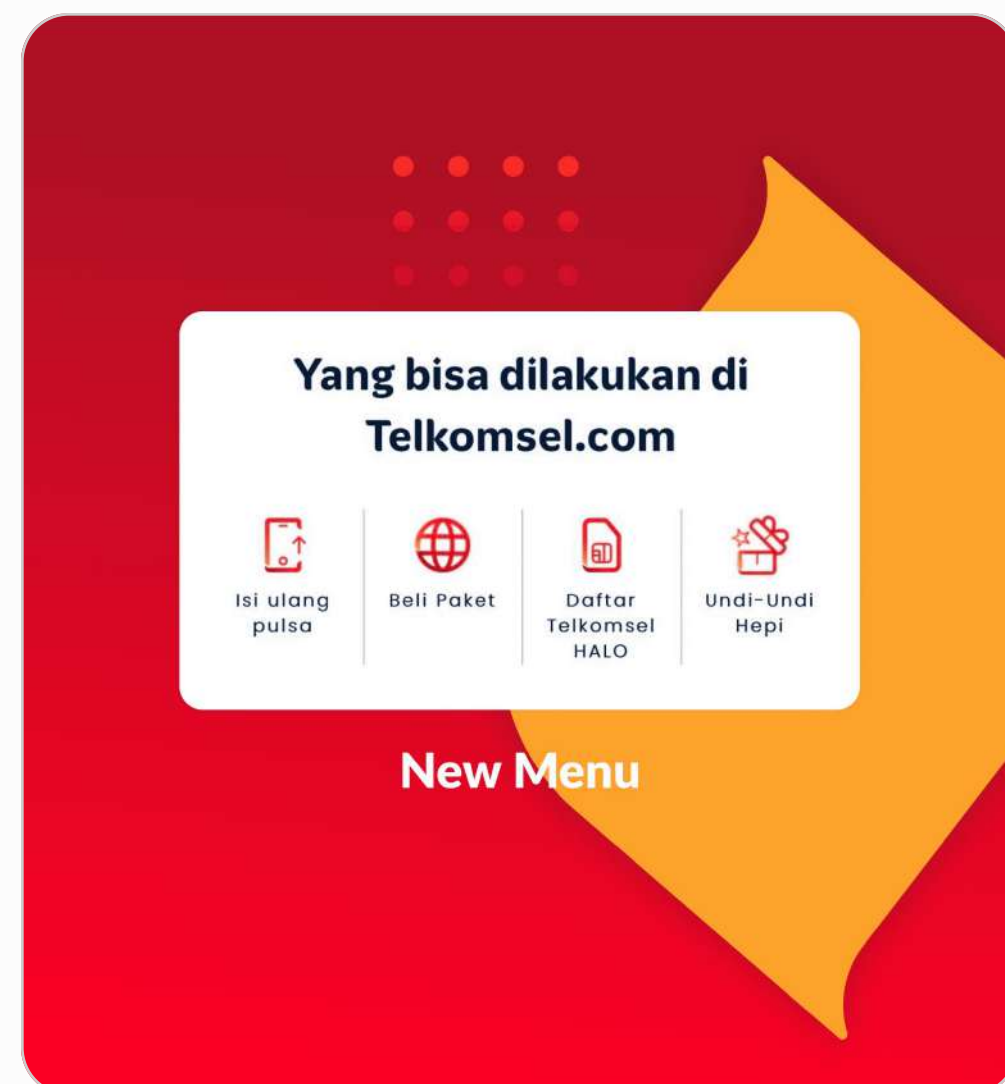
Defining Problem

The menu displayed on Telkomsel.com is no longer relevant for a number of reasons. While it needs a refreshment, there is a new Shop page that Telkomsel wanted to promote for their new credit/package purchase method that does not have its own menu to access.

My Work

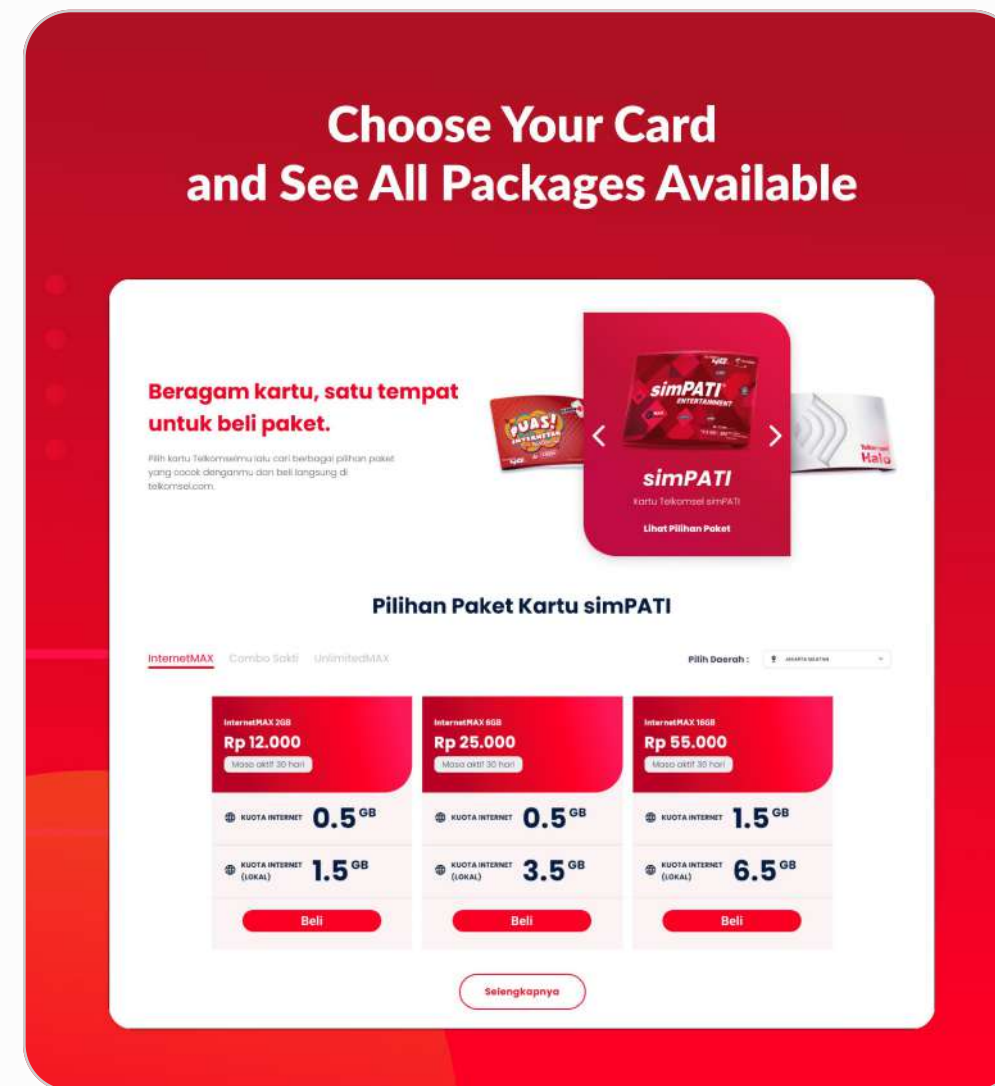
From a Usability Testing we did, it was found that many of the participants felt confused about finding the shop top up options and how to purchase the package on the Telkomsel.com website.

From that, we design and prototype a new quick button menu that directly to shop page for in web purchase.



Result

In less than a month the new “Top-up Credit” and “Buy Package” buttons have contributed for 500+ successful transactions from user purchases through the telkomsel.com/shops page.



Defining Problem

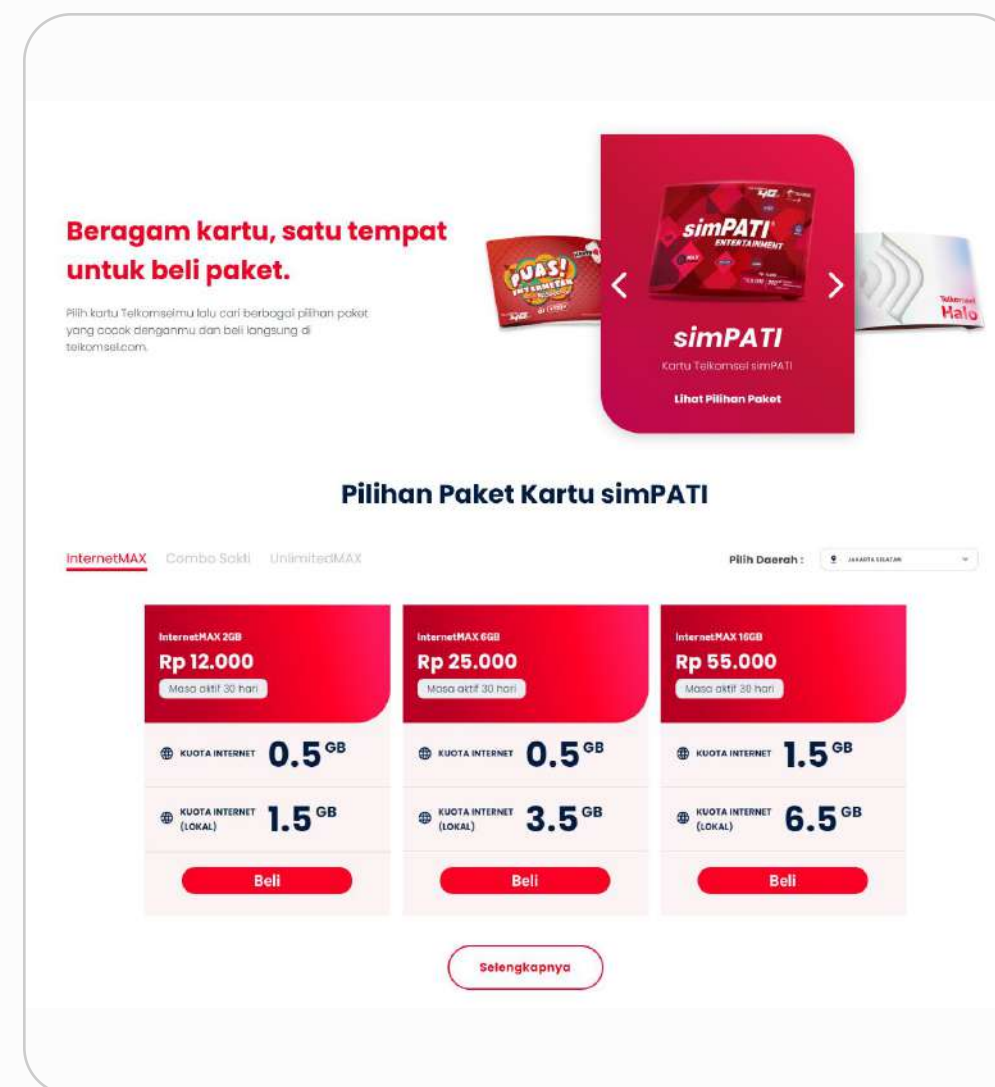
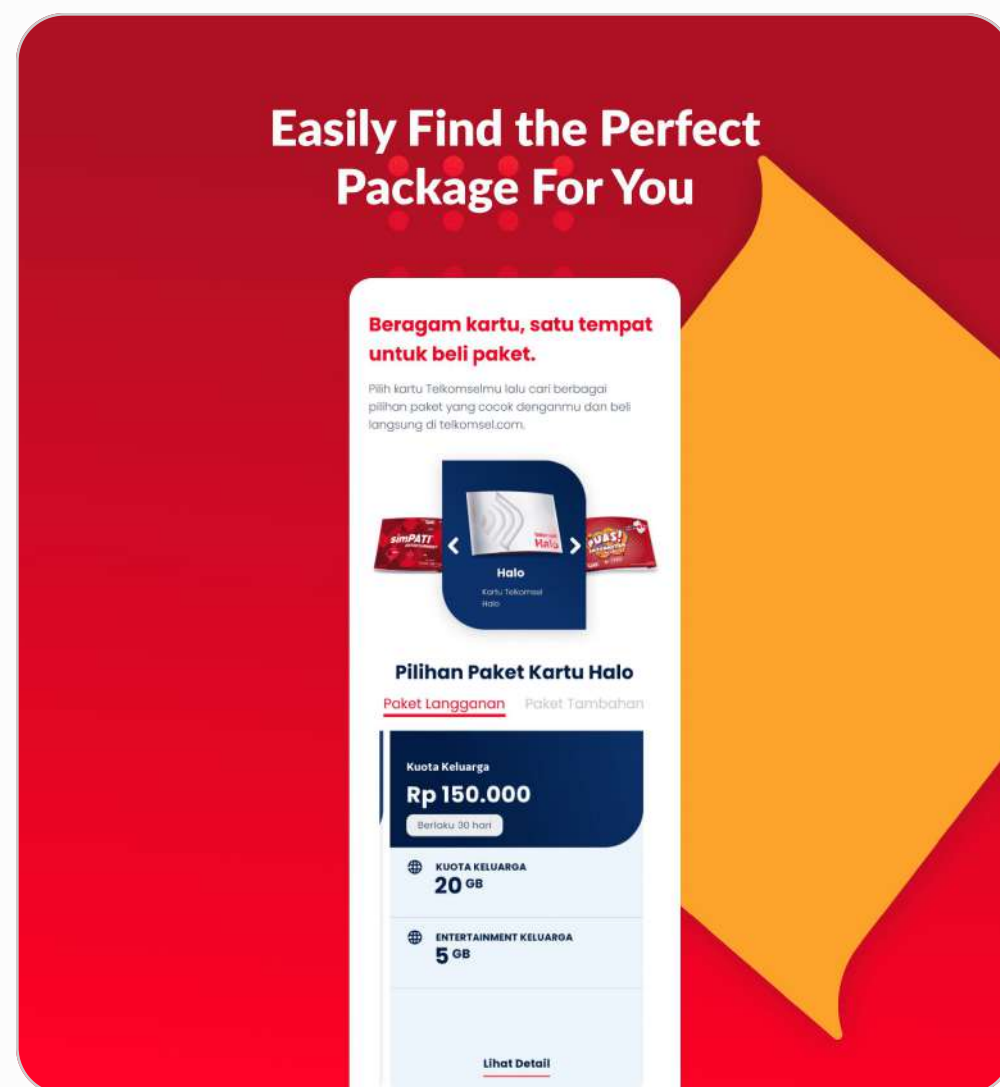
The various types of cards and packages available create confusion for users because there are those who do not know what card to use or what types of cards Telkomsel has. The frustration was obtained from the results of user feedback when we conducted an ideation session to discuss some of the feedback given.

My Work

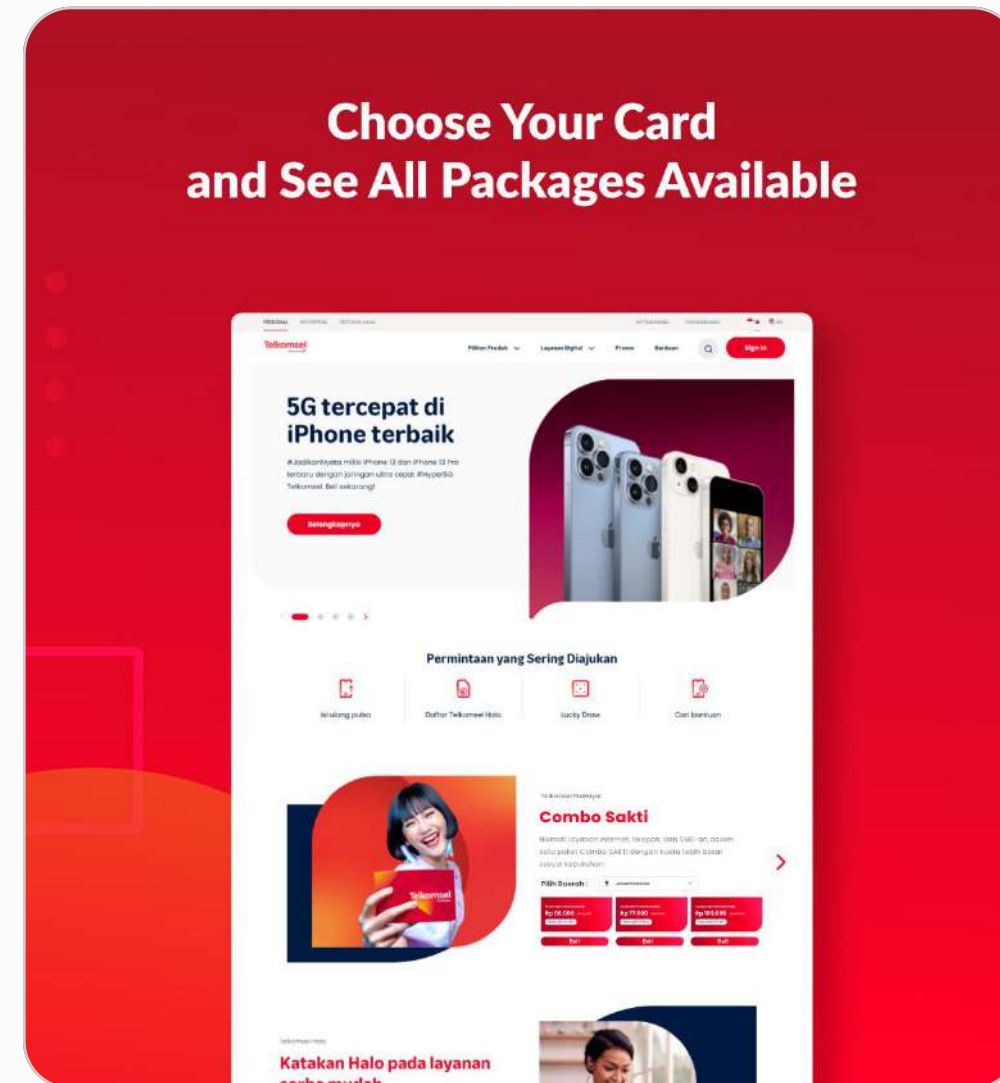
We brainstormed about how we can showcase and inform all of the different products with ease and be understood by different user types.

Result

We came up with carousel design to show different types of cards and packages available that follows familiar elements on the website. The carousel continue the design style on the website so that it blends in as a new element that can also help users finding products on the Telkomsel.com homepage.



Product Showcase Homepage Design Concept

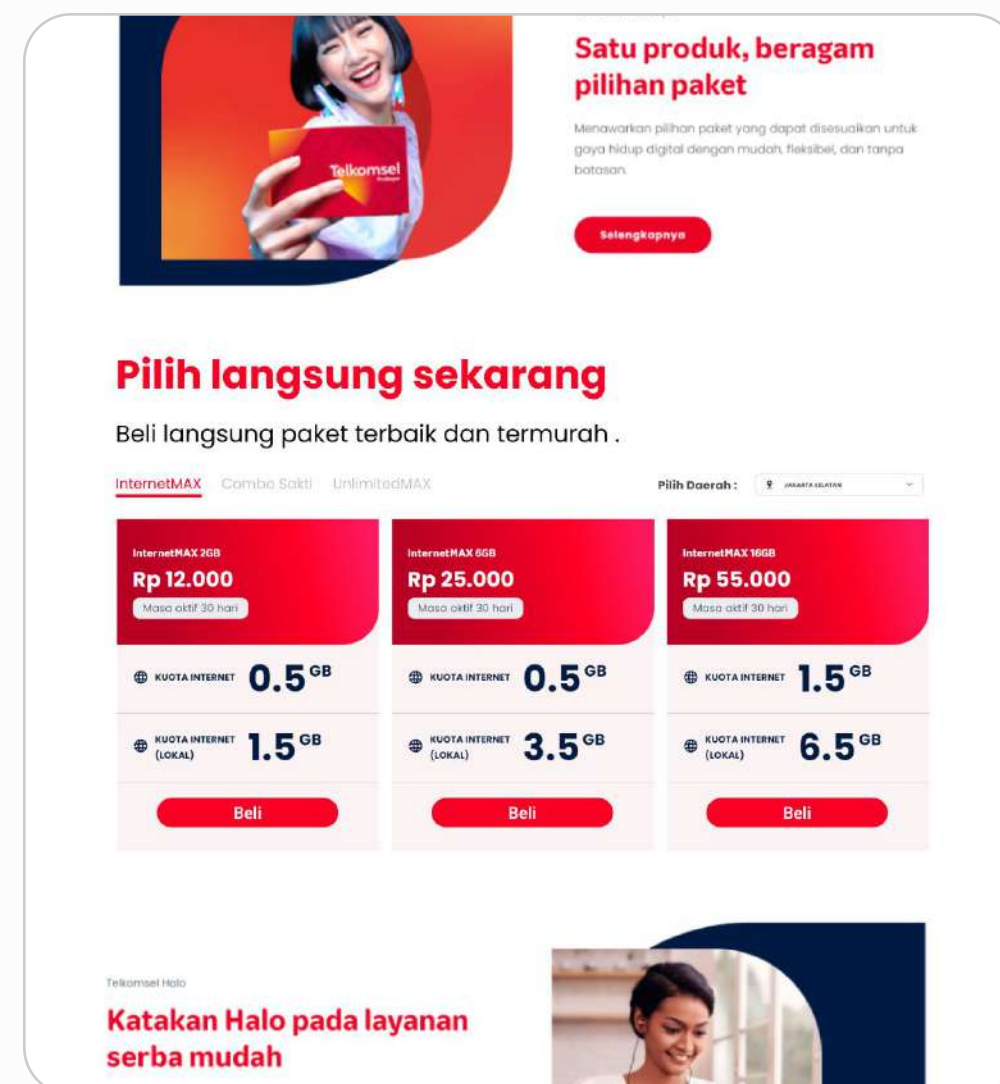
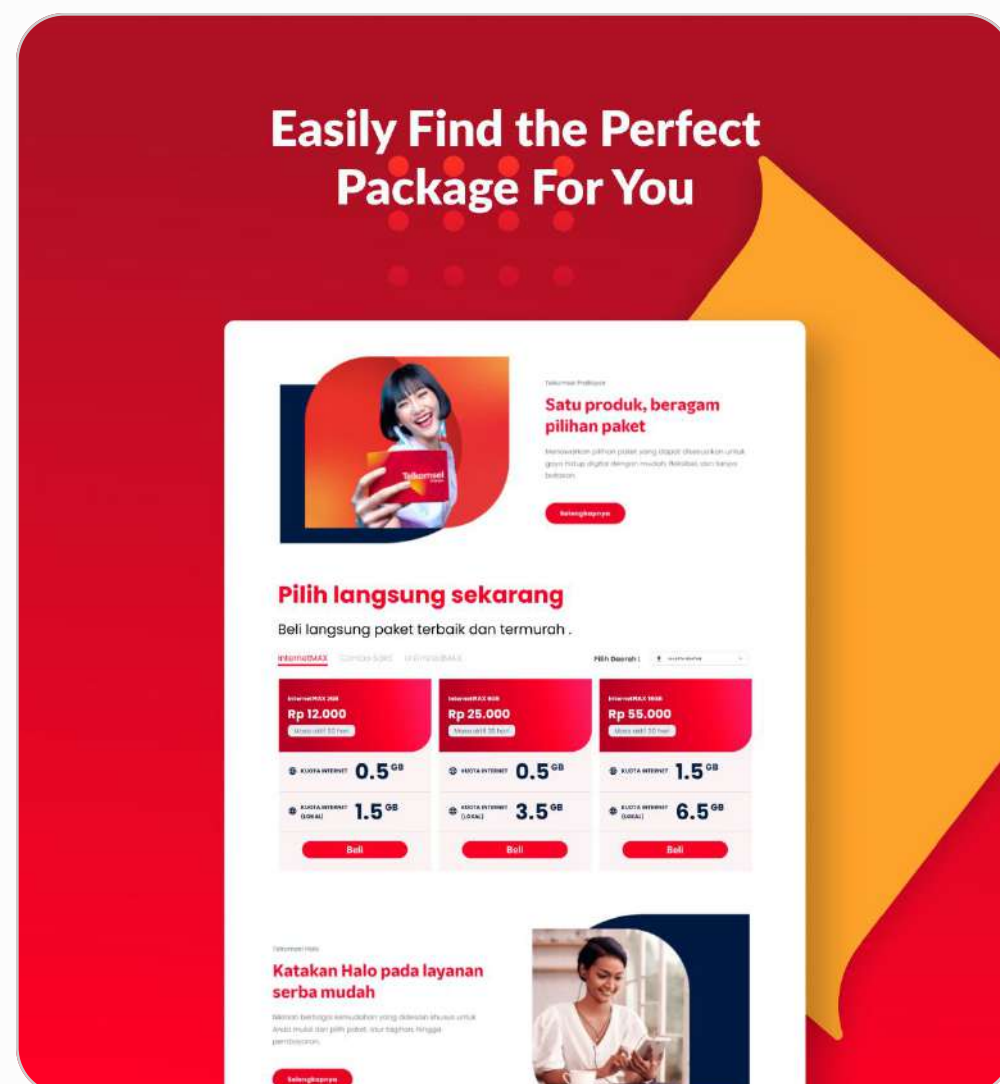


Defining Problem

Because the main focus of the website is information, there are no sections for showcasing products with a "Buy" action button. Currently, to find products, users have to navigate to other pages. Therefore, we suggest adding a section that directly displays the product with a "Buy" action button.

My Work

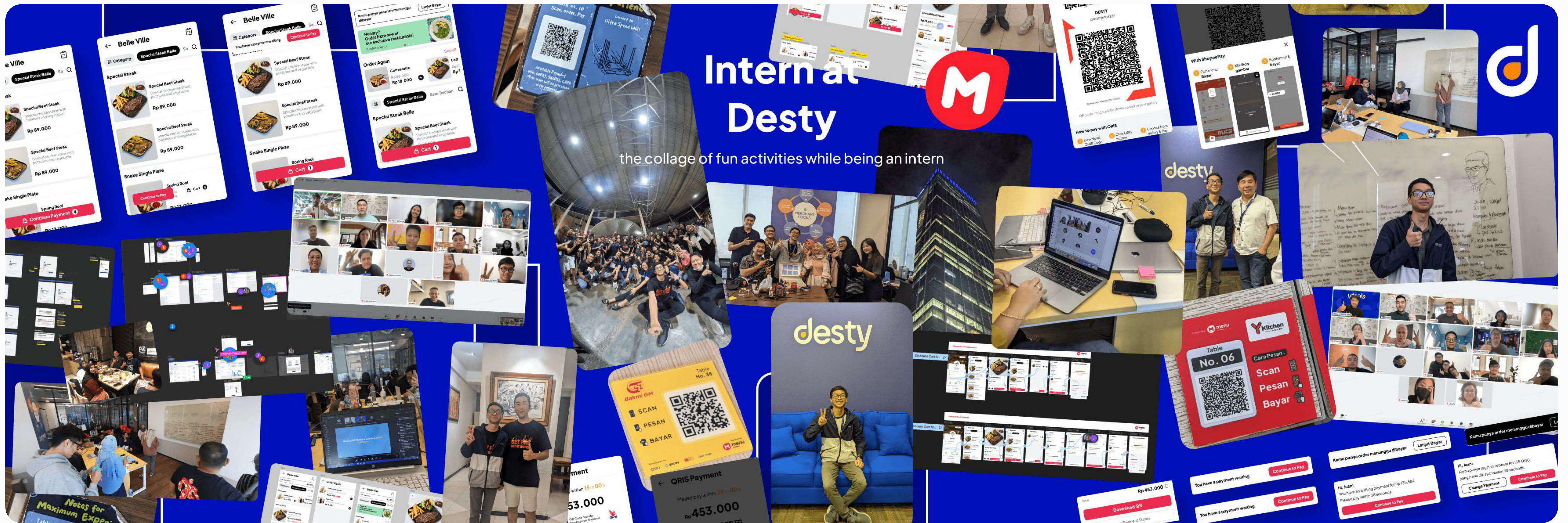
We mimicked the design from the existing product page and placed it on the landing page. With some adjustments, we maintained the product lists and product customization to make it easier for users to find the right product.



Result

Users who access the telkomsel.com website no longer need to navigate to other pages to find the product they are looking for, which speeds up the transaction time and purchasing process.

Work #2 - Desty | 2022



Work Type:
Internship
[See certificate ↗](#)

Work Period:
Sep 2022 - Jun 2023 (9 Months)

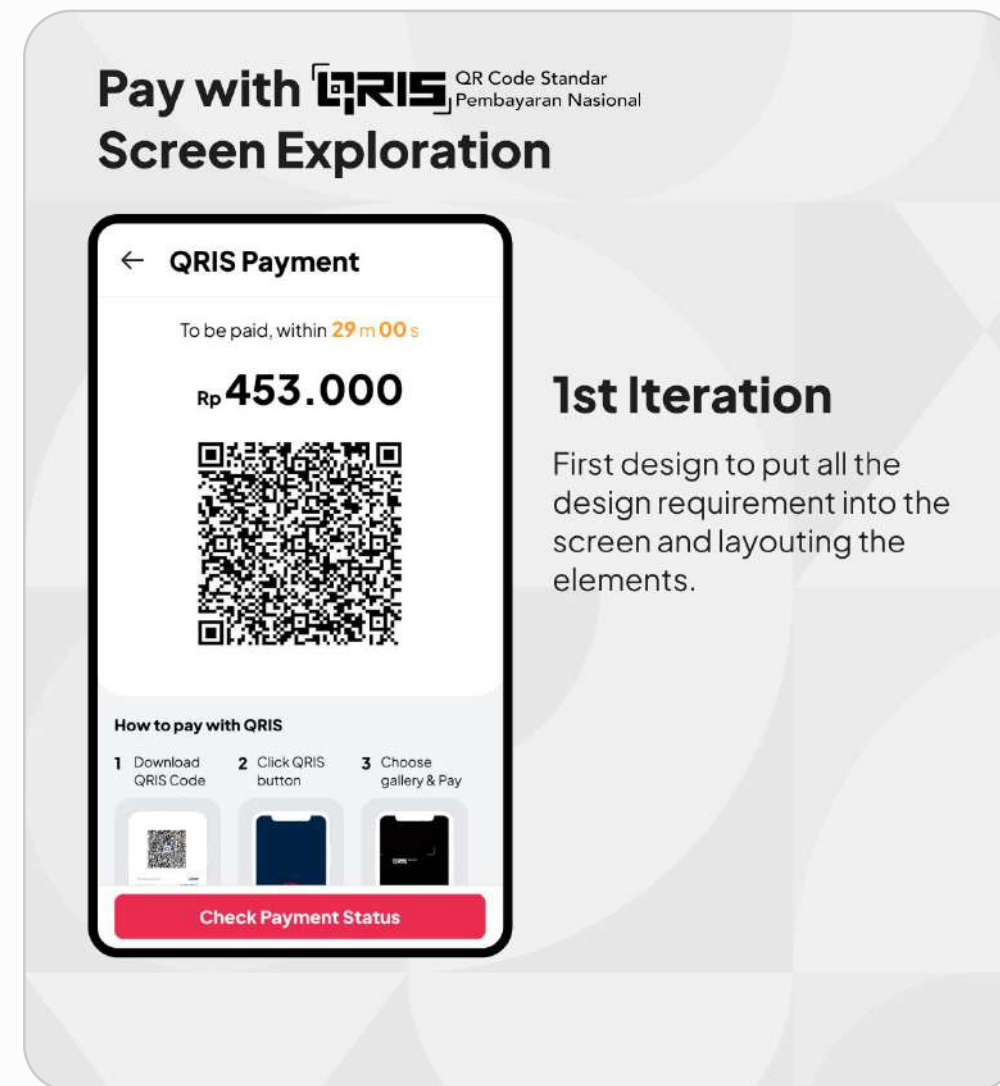
Role:
UI/UX Designer

Tools:
Figma, Fullstory, Lark

Project 1:
The New QRIS Payment Method

Project 2:
Improvement

Project 3:
Explorations



Defining Problem

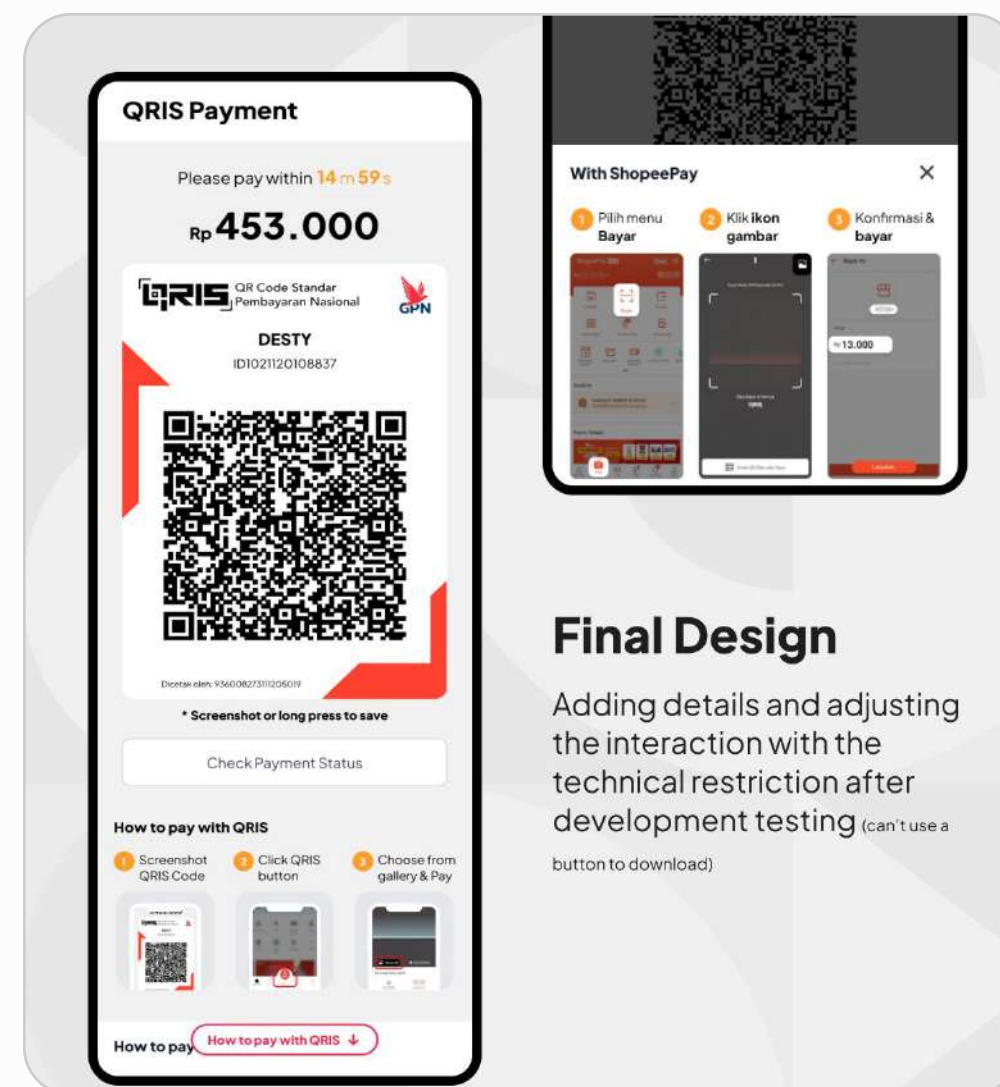
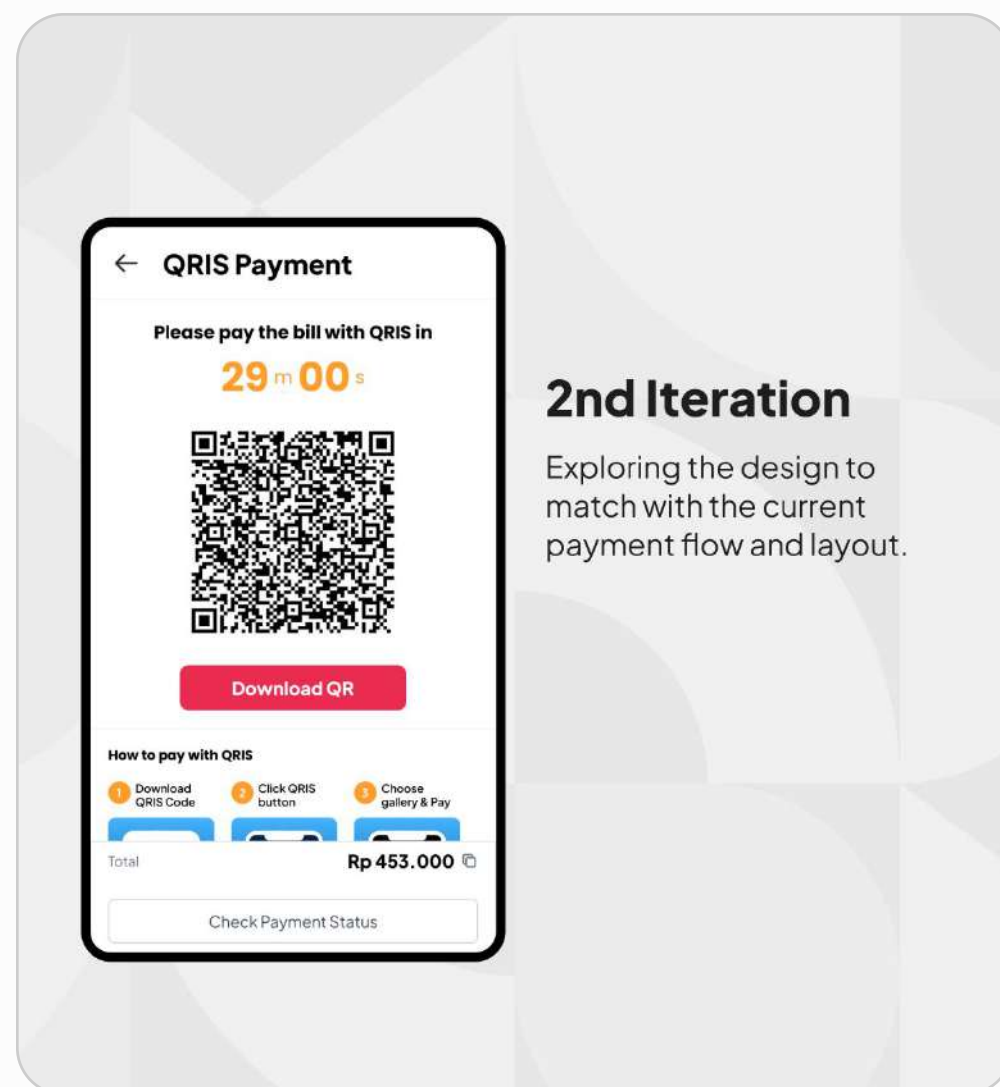
Most users are observed to pay the order with their e-wallets. However, those e-wallets have their own transaction fees/MDRs that vary, and it's burdensome for sellers. But the fee that merchants need to pay will be much lower if their customers use QRIS as their payment method, and we currently do not support paying with QRIS from the app.

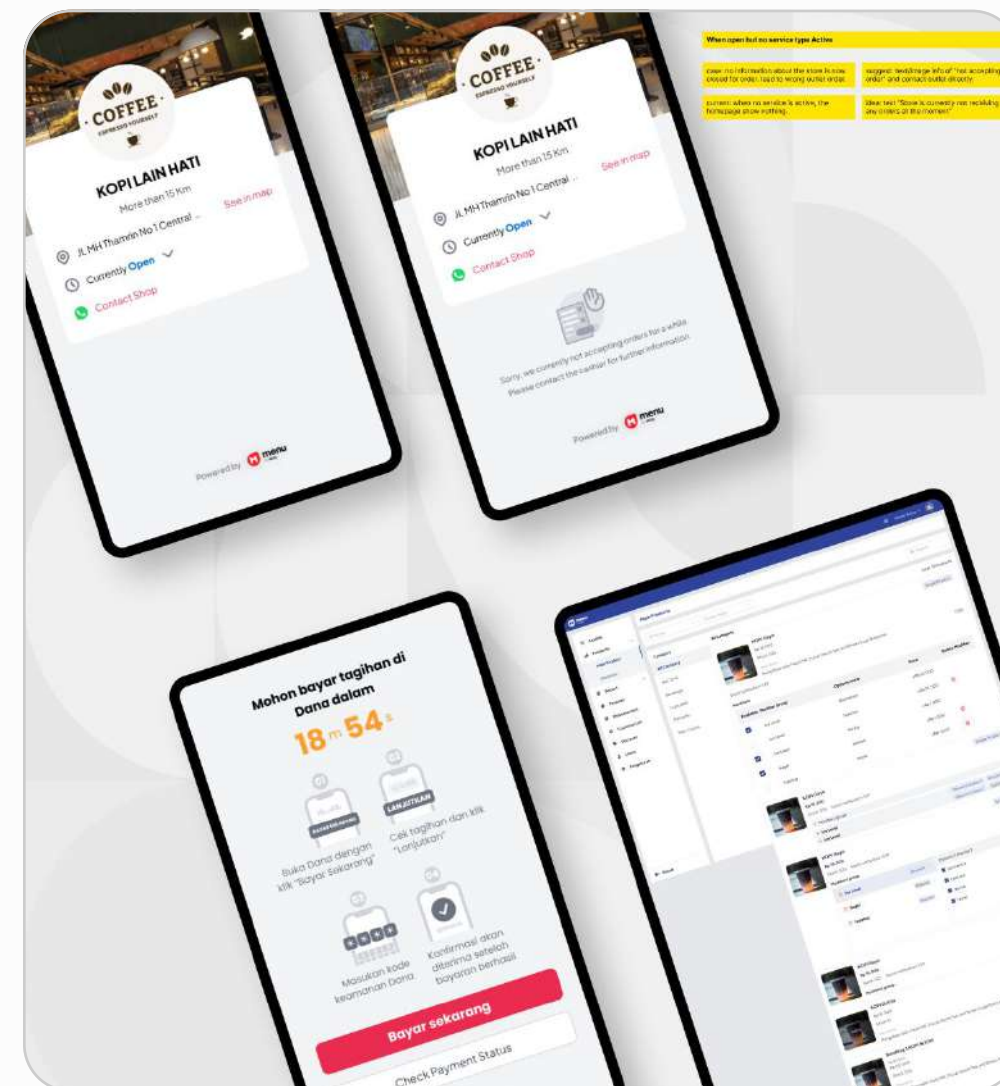
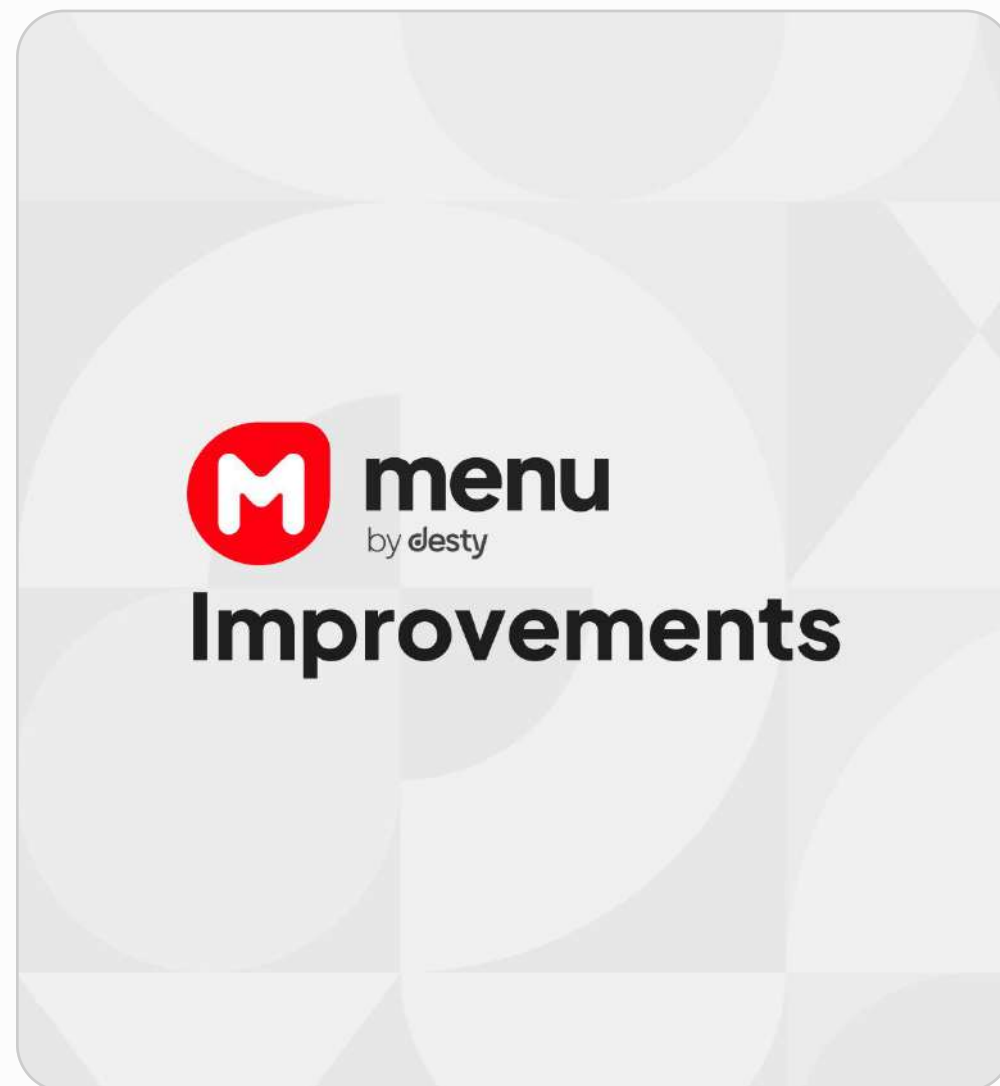
My Work

We do concept testing and iteration design for the new method to create a smooth payment process, as this is a new payment interaction. We also added a tutorial page to help the users learn within a short amount of time.

Result

Within the first 3 days trial of release, 34% of users chose the new QRIS payment method as their payment method with an 85.3% payment success rate, and become no #2 top used payment method, and then activated in 214+ merchants after the trial ended.





Defining Problem

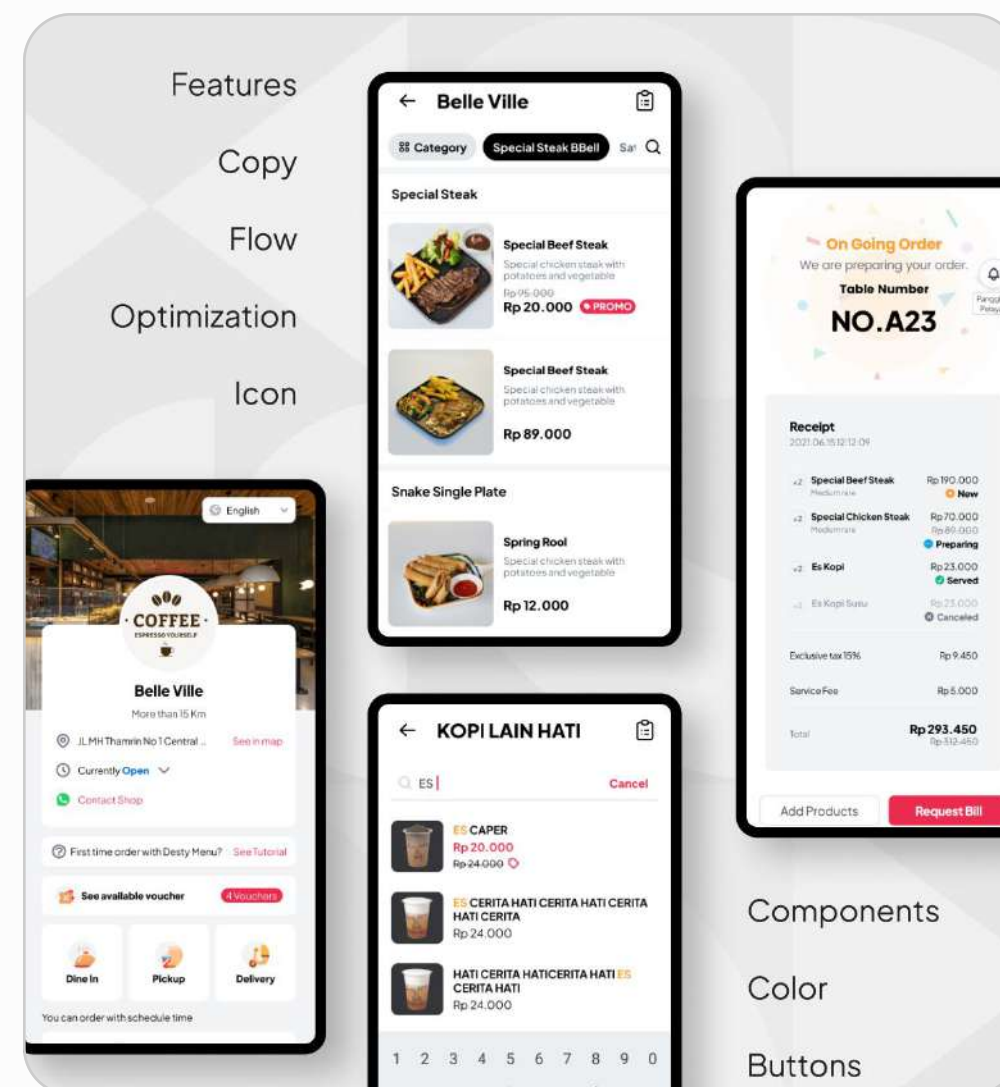
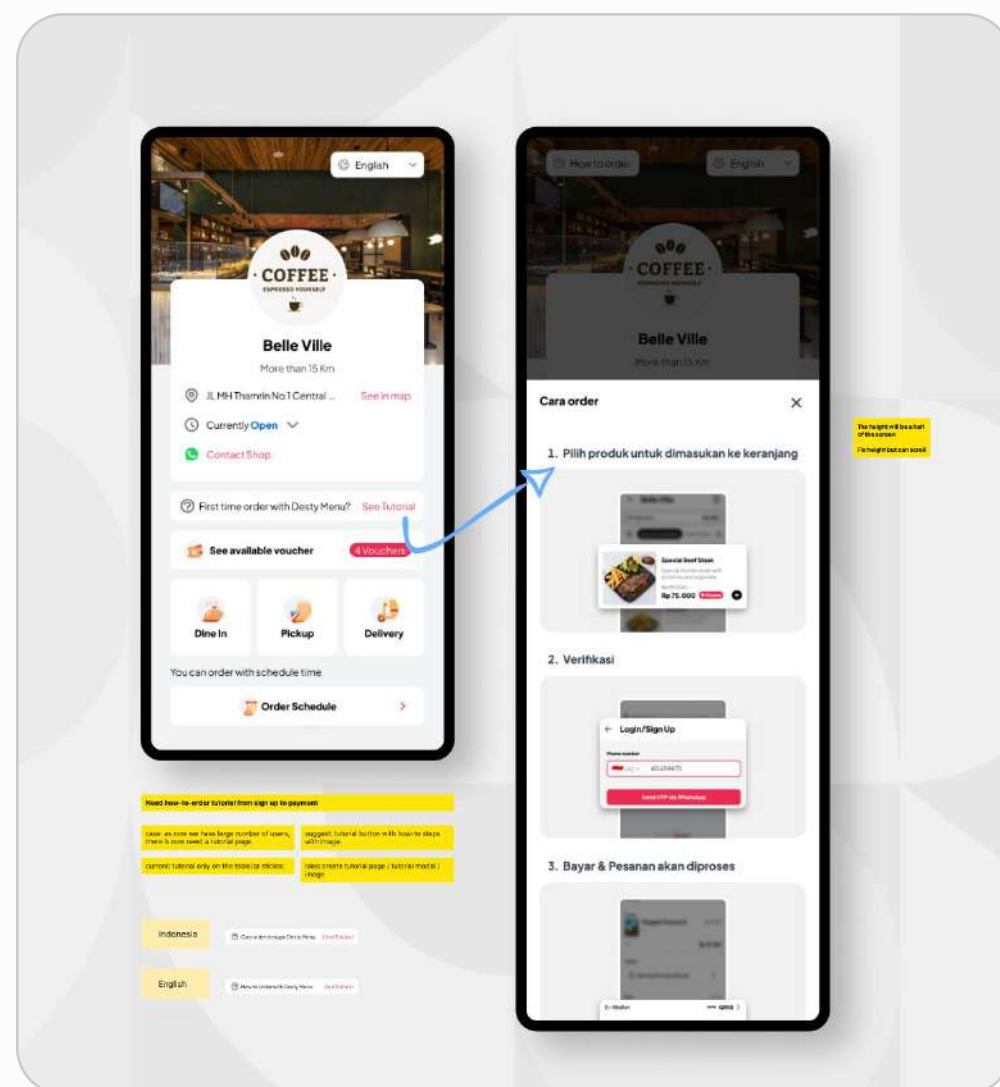
As a company and product that recently launched (± 2 years), there are many improvements and new features being developed by the team. The features we created are focused on 2 user problems, from the buyer's side and the seller's side. Both have different objectives that require different design treatments.

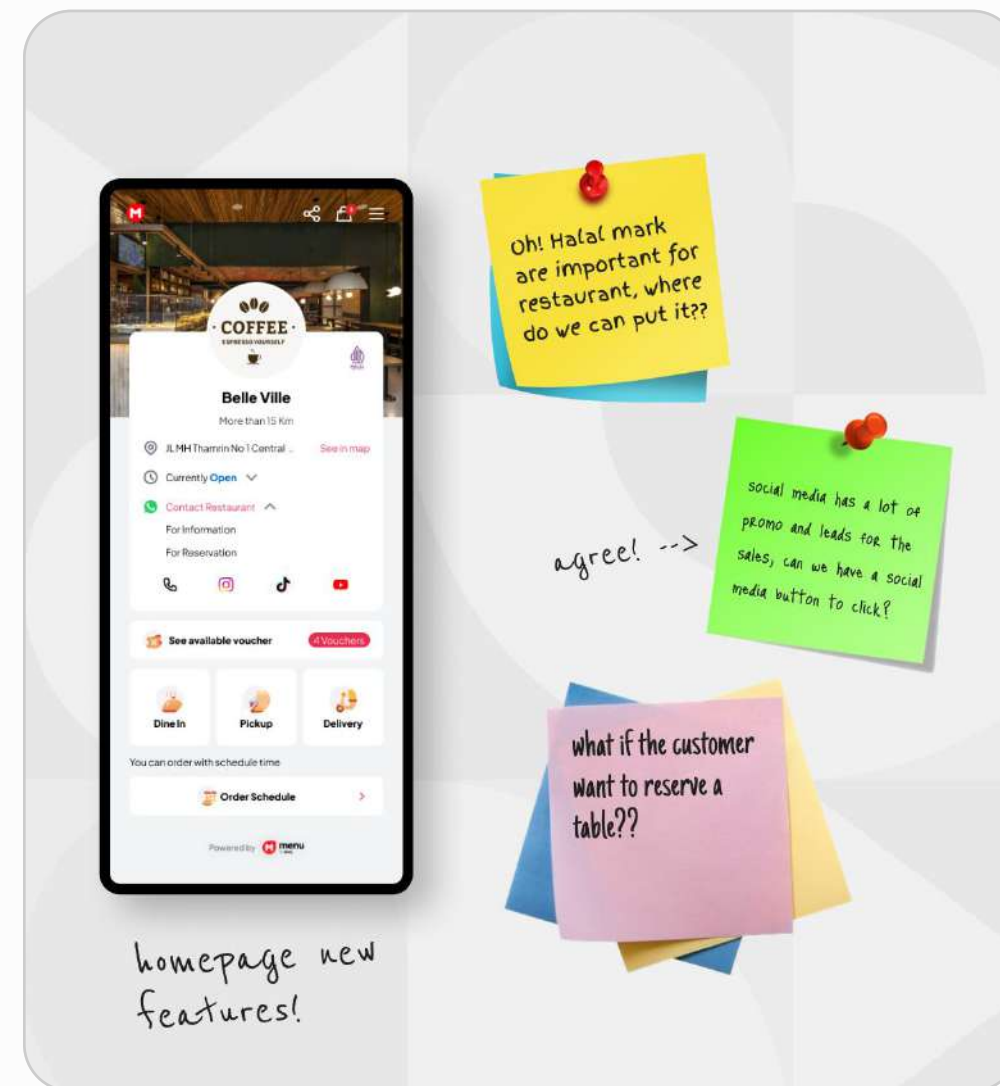
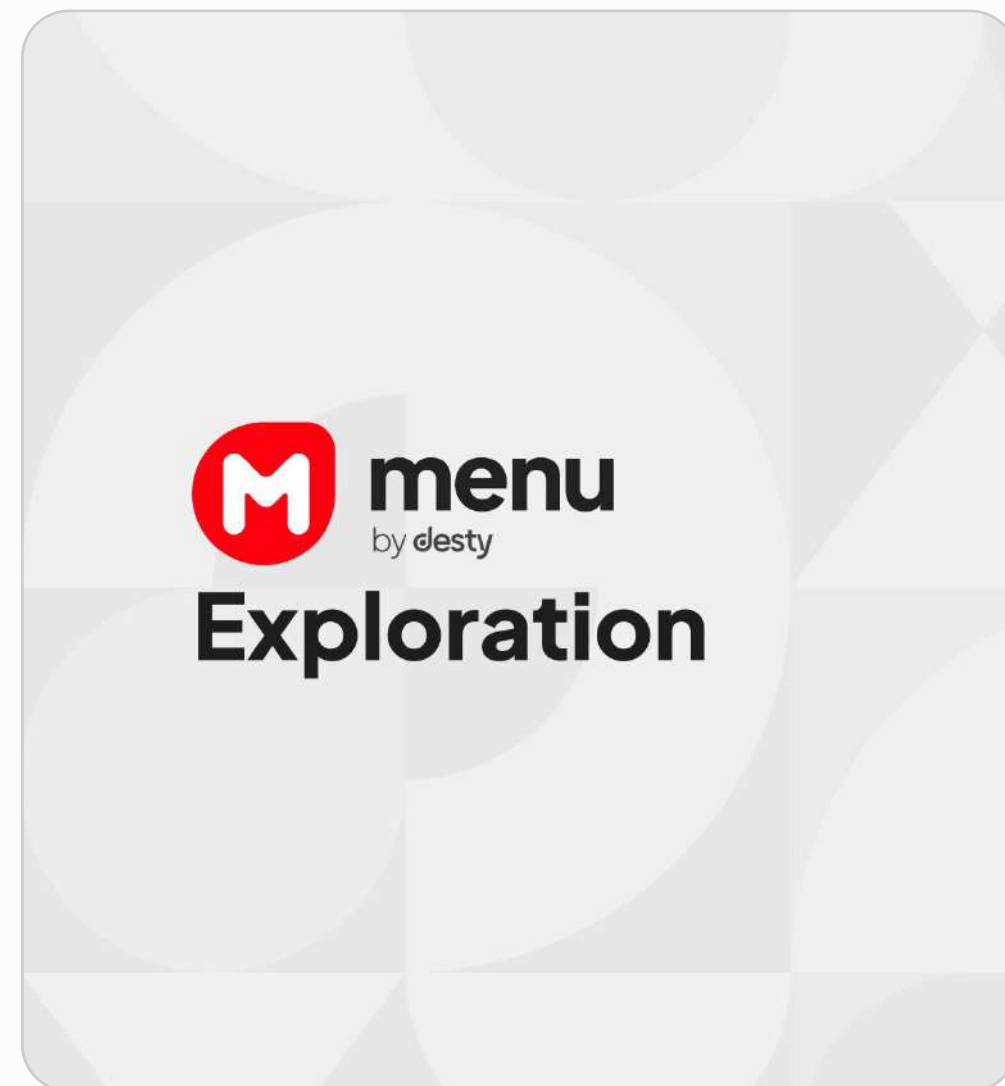
My Work

Me and the team conducted research, performance data analysis, design, and testing on a lot of new or existing features to improve the quality and user experience. I help to improve products in various aspects, like design, flow, copy, and comparing with similar applications.

Result

I've helped with over 30+ improvements and feature development in the app that significantly improve the product quality and app user numbers each week.





Defining Problem

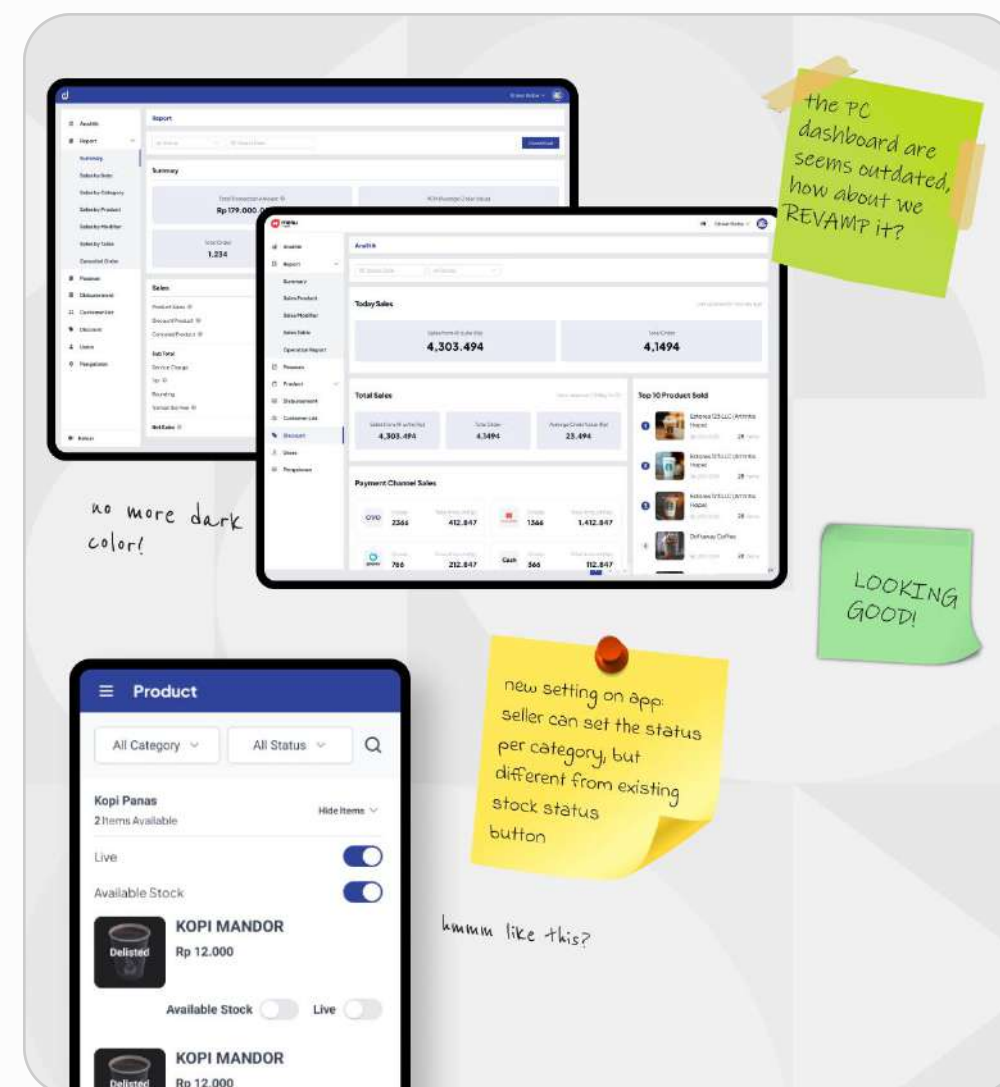
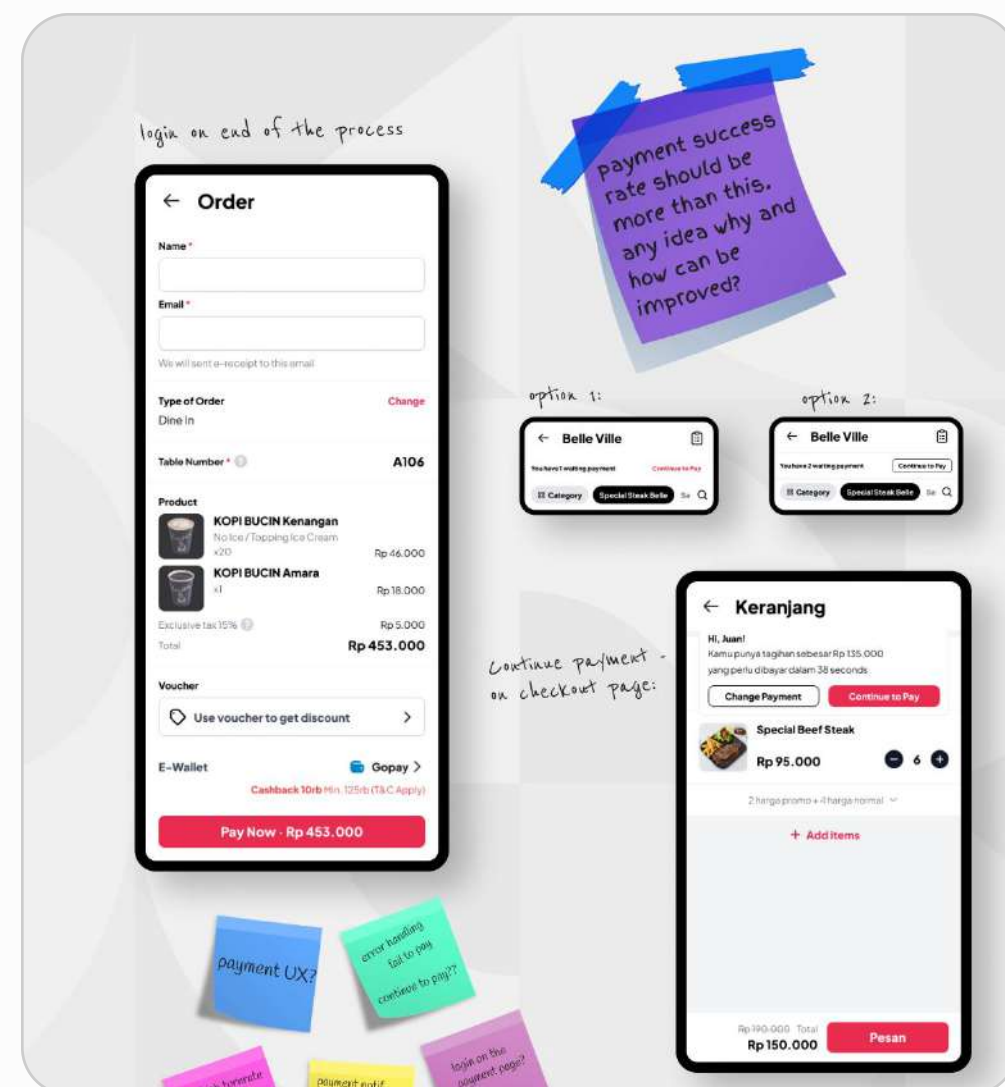
There are lots of things wanted to be develop for the application. On each feature or design update, there are parts of the application that also need to be updated to remain relevant. We also receive a lot of feedback from users, which can be turn into new ideas and features. Before we can put it into development. We do design exploration stage.

My Work

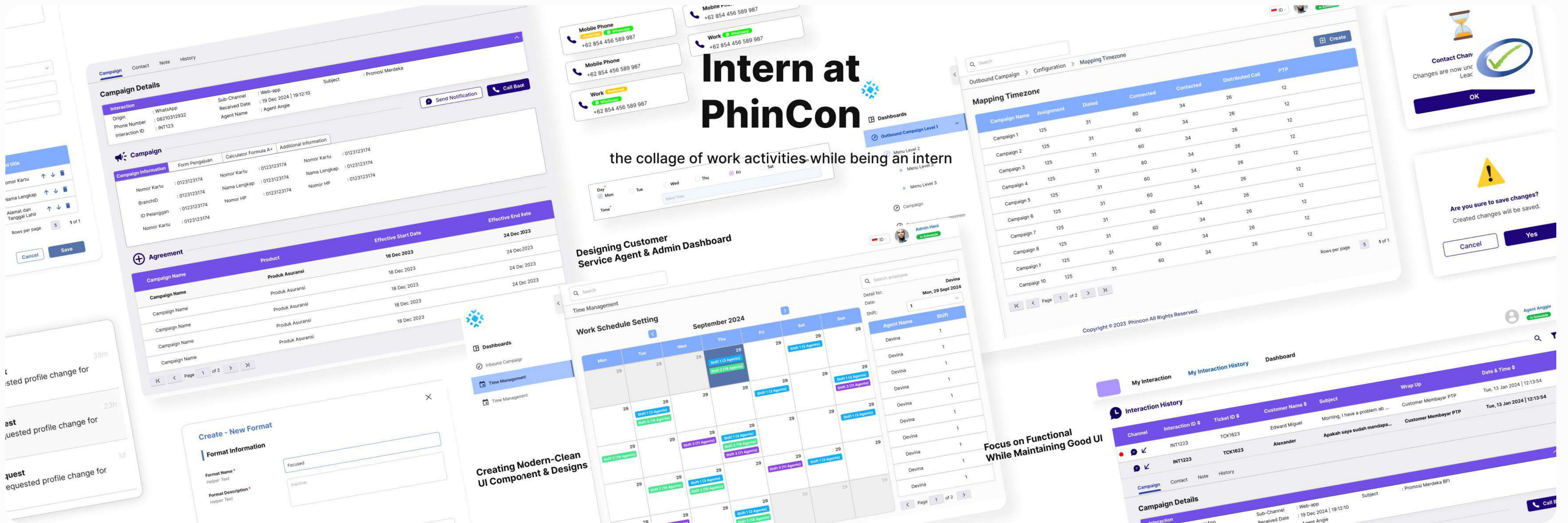
Me and the team carried out a performance analysis and listed the possibilities that could be applied to the new design and developed through design iteration. We created several examples and options, then tested them to find the most acceptable design.

Result

We provide points of parts of the application that can be updated and give several design options for PMs and developers to consider implementing into the product. Also, give a lot of new ideas about what the product can be in the future.



Work #3 - Phincon | 2024



Work Type:
Internship

Work Period:
Feb 2024 - Present

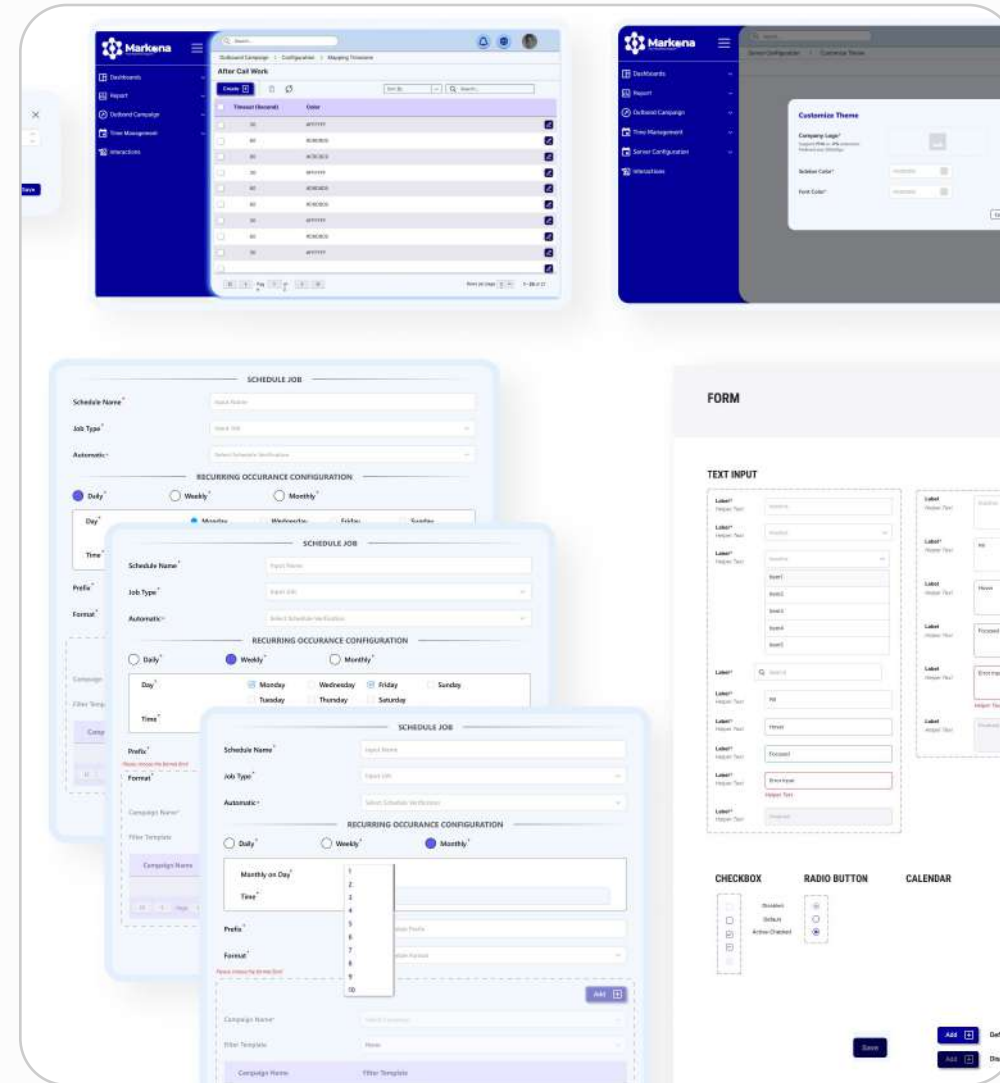
Role:
UI/UX Designer

Tools:
Figma, Google Workspace

Project 1:
MARKONA Application

Project 2:
Improvement

MARKONA
(Marketing Online Application)
Application by  PhinCon
Phintraco Consulting



Defining Problem

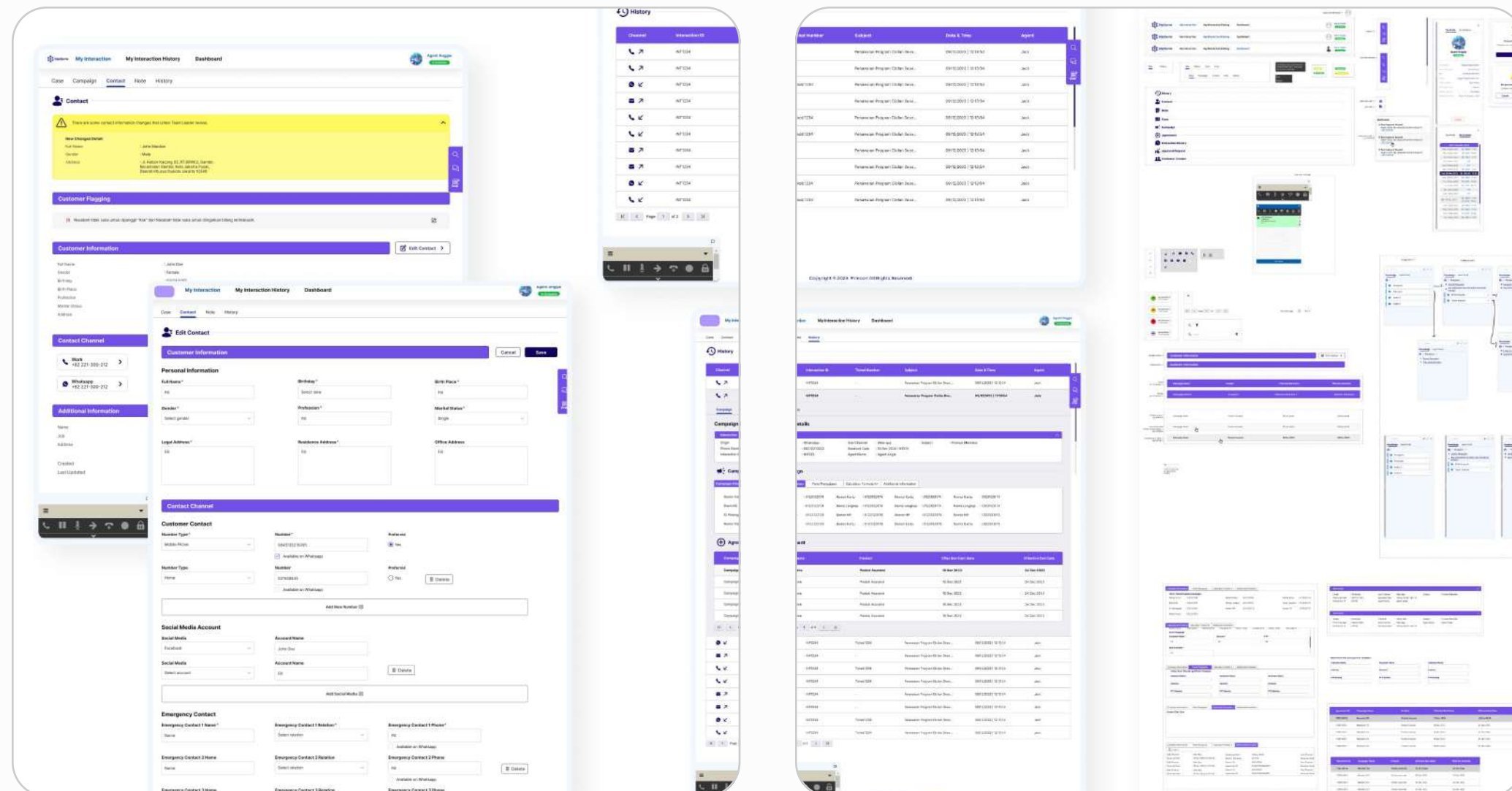
PhinCon is currently developing a CRM application that has features to help with online marketing or promotion tools and also customer service. The application development focuses to cater the needs of CRM for the client company that will use it.

My Work

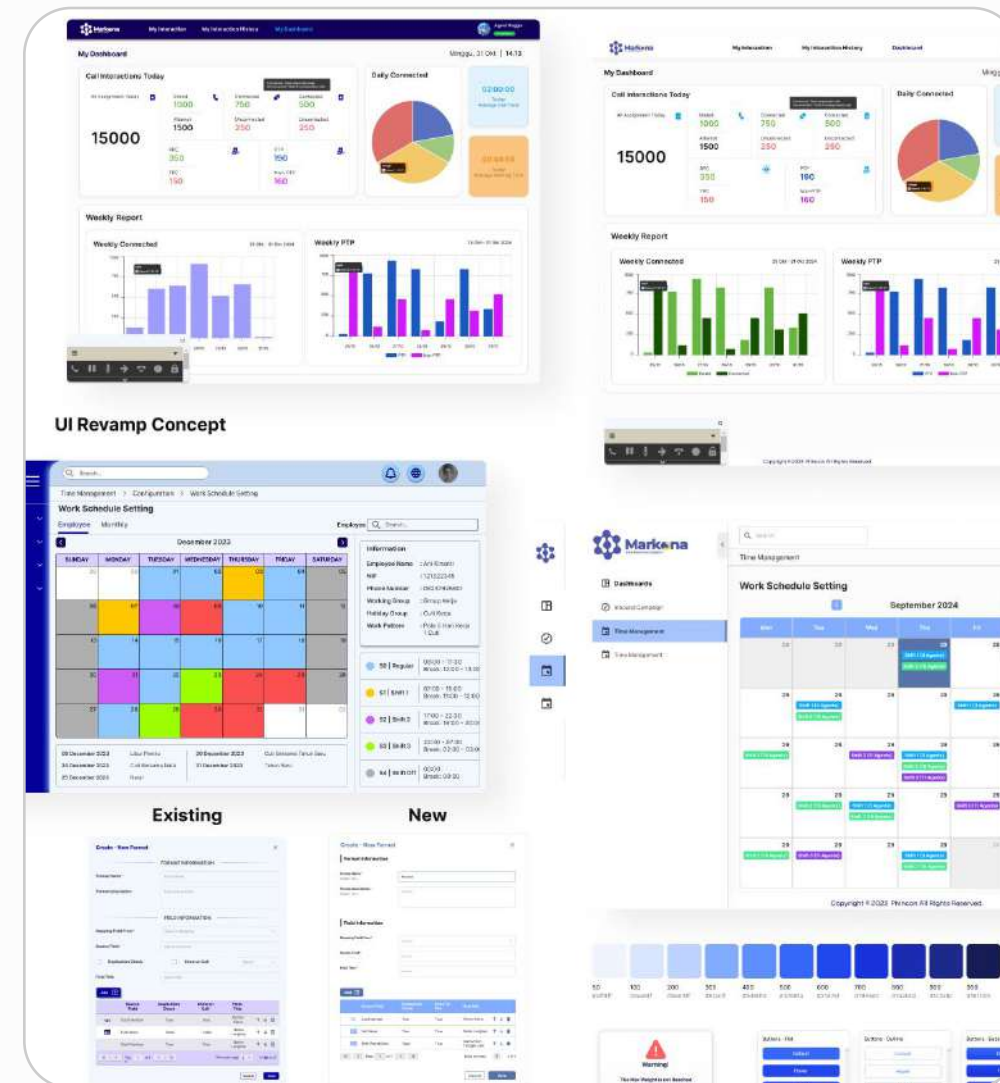
We do research and analysis on similar application products so that the application is designed to be user friendly and met the needs. We digest the product requirements given by Business Analysts (BA) to later create a design and develop it.

Result

The application have user-friendly features and good experience for users and with the newly developed features adds more value to the product selling point.



Work #3 - Phincon | 2024



Defining Problem

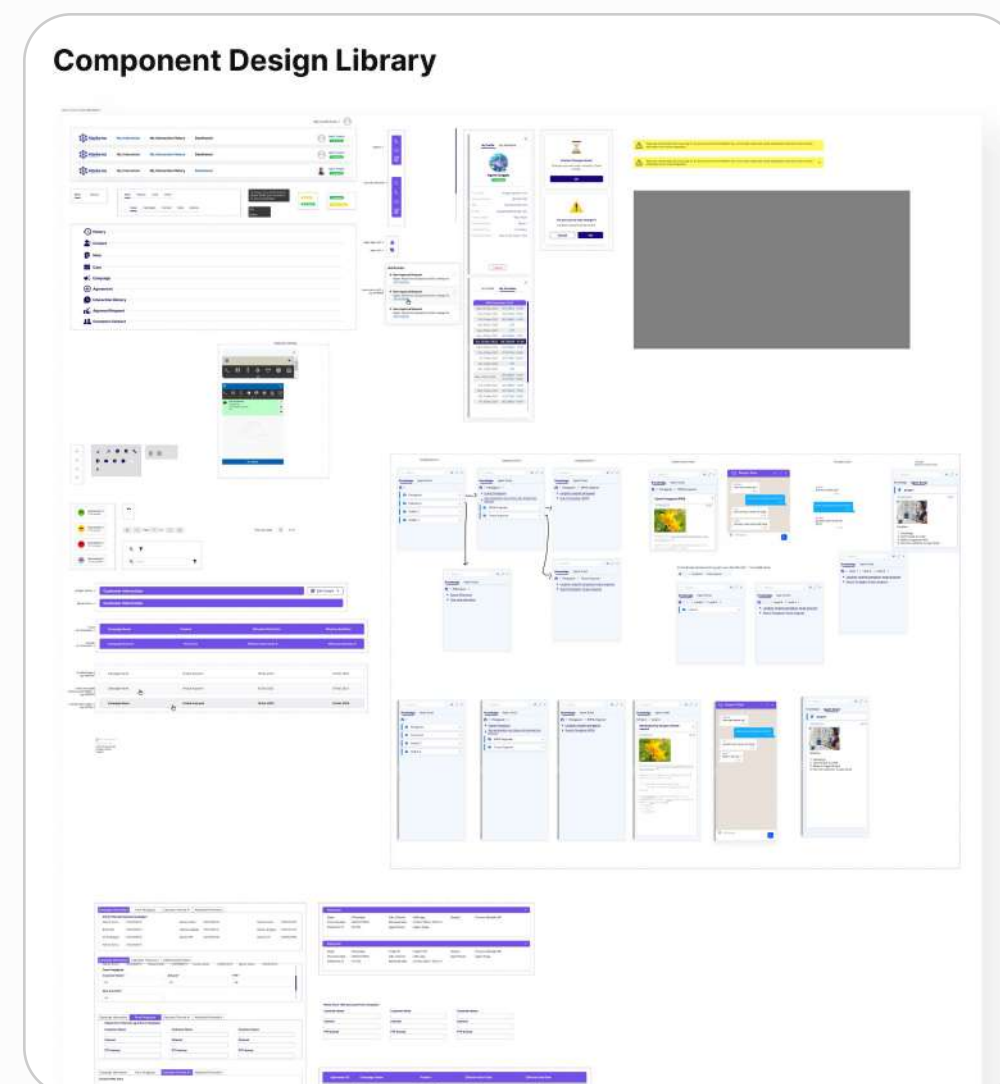
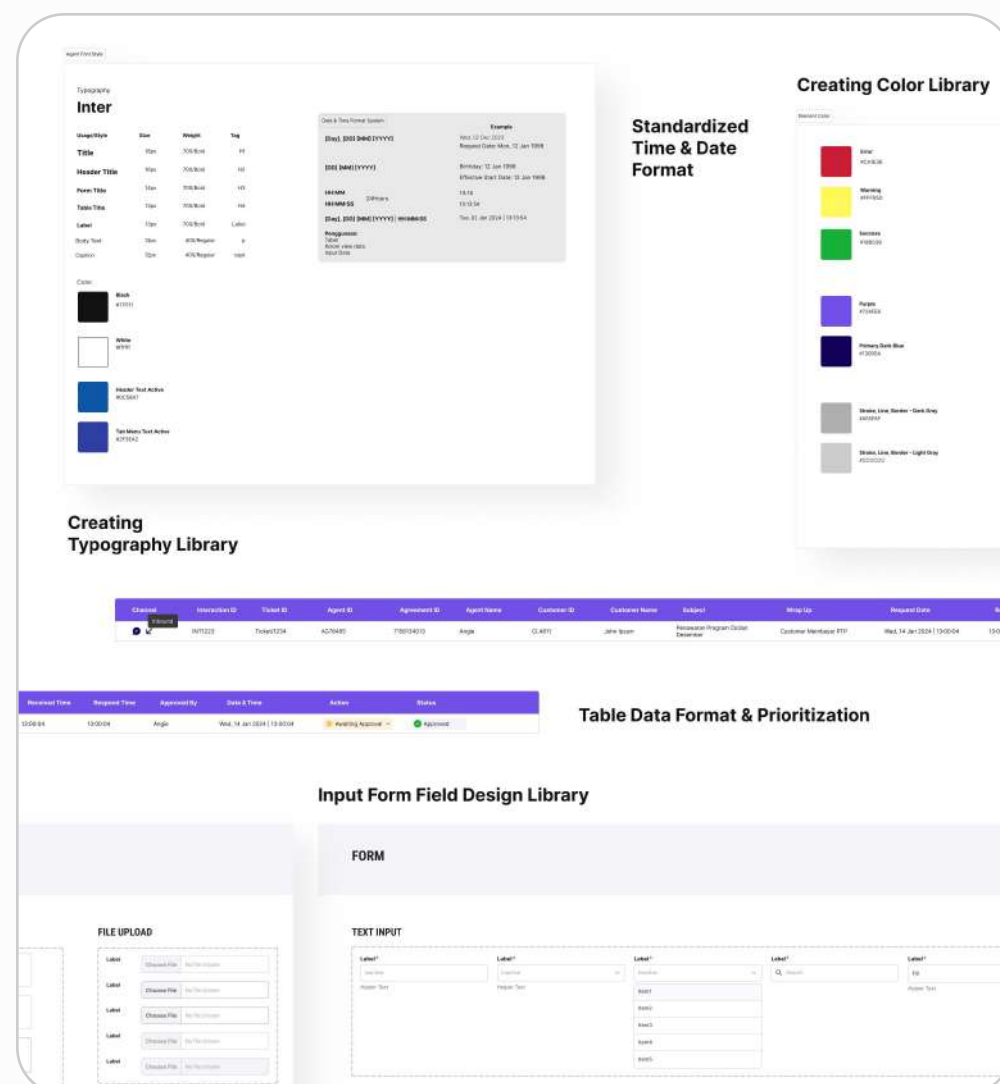
Throughout the development process, numerous inconsistencies were found between the design and the developed front-end website. Some of the inconsistencies make the app less user-friendly and cause confusion due to different design patterns.

My Work

By conducting a design audit, we probe and note the parts of the application that are not consistent and create the improvements. We discuss with the front end developer to ensure the feature functions can run as designed.

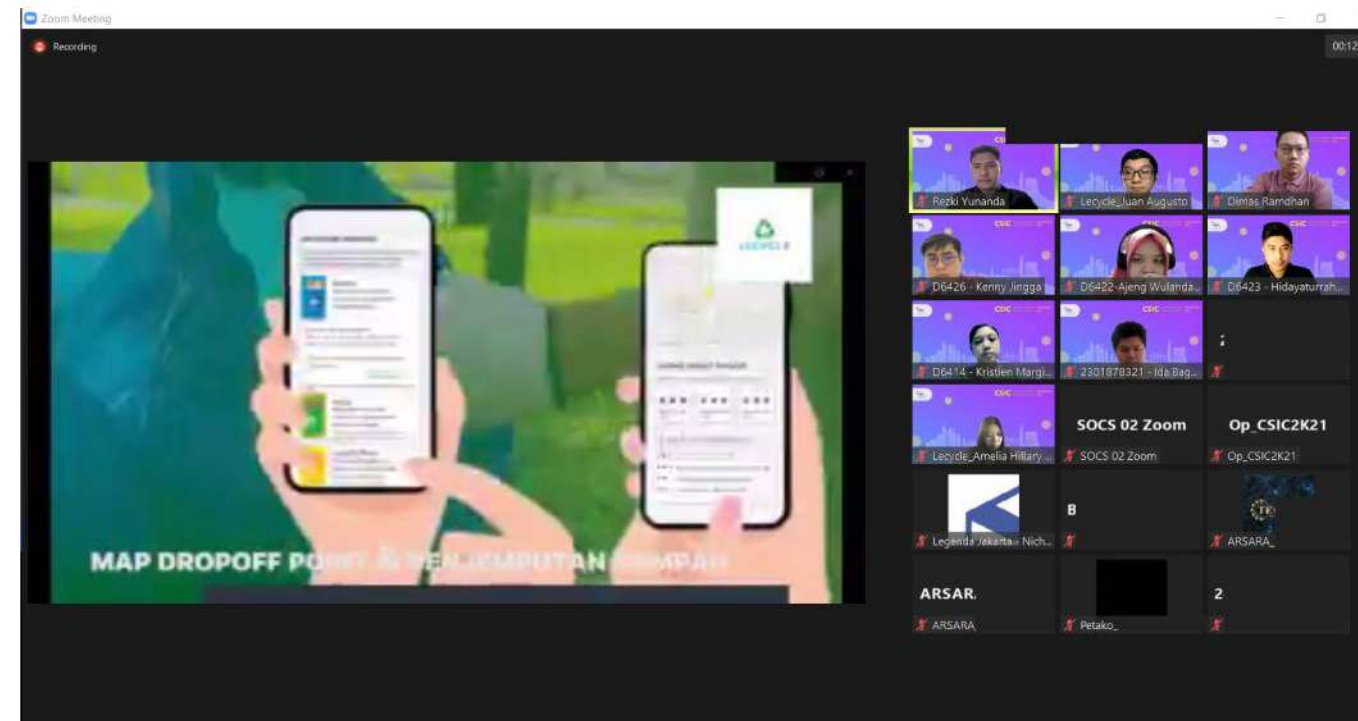
Result

The level of consistency in the application is improved and the design developed is uniform by style, format, habit, and information. The application is also documented and clearer for devs to develop.



J Achievements

PRESENTATION DAY ZOOM MEETING



Lecycle On 18 December 2021, we got a chance to present our idea in front of the jury competing with other team. Even that we didn't win, we have so much fun and learn a lot of experience for joining the competition.

Lecycle team members:
Juan Augusto
Amelia Hillary Enggie
Ida Bagus M. W.

SOCS CSIC 2K21 | 2021

Ideathon

Lecycle with the app idea Lecycle App as the finalist in the Ideathon competition held by Binus School of Computer Science.



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17 likes

mtcombinus Selamat kepada Team H[Array] dengan ide aplikasinya "KostKu" yang telah berhasil meraih juara 1 pada perlombaan MAT Ideathon 2019! 🥳🥳.

Binus MAT Ideathon | 2019

Ideathon

Team H[Array] with the app idea Kostku Application as the 1st winner in the Ideathon competition held by Binus Mobile Technology Community.

phew!
i think that's it, thank you!

juan-as.xyz
