

# HALIDA ASTATIN

User Researcher & Learning Engineer

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## CONTACT

### Website

<http://halidaastatin.com>

### Location

Bandung, Indonesia

## PROFILE

I am a user researcher with main interest in learning technology. As someone with technical background, I've worked a lot in bridging the communication between designers and developers especially in terms of enhancing user experience.

## SKILLS

### Research

Survey  
In-depth interview  
Cognitive task analysis  
Usability testing

### Development

HTML/CSS/Javascript  
Responsive website

### Design

Prototyping (Marvel, Invision)  
Adobe XD  
Figma

## HOBBIES & INTERESTS

K-Pop, web accessibility, crowdsourcing, knitting, hand lettering, reaction GIFs.

## PROFESSIONAL EXPERIENCE

### UX Researcher

*[Bukalapak \(Indonesian E-commerce\)](#), Bandung, Indonesia | Aug 2018 - present*

Responsible for gathering user insights through surveys, in-depth interviews, diary studies, and various other user research methods, as well as making sure the insights reach the team to make user-driven decisions.

### UX Lead

*[Astronaut \(Q&A platform for hiring\)](#), Bandung, Indonesia | Feb - Jun 2018*

Conducted a full-scale UI/UX audit and proposed solutions for improvement. Responsible for designing user flow and wireframes for new features.

### UX Designer

*[Rolling Glory \(Digital Media Startup\)](#), Bandung, Indonesia | Jul - Dec 2017*

Identified clients' needs from questionnaires and interviews and conducted ideation sessions based on those needs.

### Product Manager

*[Rolling Glory \(Digital Media Startup\)](#), Bandung, Indonesia | Nov 2016 - Jul 2017*

Managed the planning, customer acquisition, and development of product. Responsibilities include user research, product pitching, and clients liaison.

### UX Designer

*MARi Mobile, Alexandria, VA, USA | Jan - Aug 2016*

Lead designer for an 8-month consulting project for [MARi](#), creating a mobile application that helps students keep track of their academic and career plan. Developed as part of Carnegie Mellon [Capstone project](#).

## PROJECTS

### Trippin Hard

*<http://halidaastatin.com/trippinhard/> | May 2016*

A web-based game where users can learn basic CSS through scaffolding.

### Responsive Web Design for Designers

*Course Design - [course poster](#) | Dec 2015*

Designed the curriculum for a responsive web design class targeted towards designers. Developed one chapter for the [e-learning version](#).

## EDUCATION

### Master of Educational Technology & Applied Learning Sciences

Carnegie Mellon University, Pittsburgh, PA, USA | August 2016  
GPA: 3.95/4.00

### Bachelor of Engineering in Informatics

Institut Teknologi Bandung, Bandung, Indonesia | October 2011  
GPA: 3.40/4.00