

Anak Agung Ngurah Mahadana Apta Gotra

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A UI/UX Designer with 2+ years of experience in creating user-centered digital solutions. I have worked on HR Tech, EdTech, and Banking projects. In addition, I have served as a UI/UX Designer in campus organization projects and collaborated with lecturers, successfully launching three applications. My expertise includes UI design, prototyping, and design systems.

WORK EXPERIENCE

Ganeshcom Studio - Bali, Indonesia

Present

UI/UX Designer (Contract)

- Designed user-friendly interfaces for both mobile and web platforms to ensure products and services are accessible and function effectively for users.
- Created standardized UI components and maintained design consistency based on established UI/UX patterns.
- Collaborated closely with multimedia and marketing teams to align design solutions with content and business strategies.
- Developed interactive prototypes and conducted usability testing to validate design decisions.
- Analyzed the overall look and feel of the product to determine appropriate typography, iconography, and color palettes for visual harmony and clarity.

Freelance - Bali, Indonesia

Oct 2023 - Jan 2025

UI/UX Designer

- Successfully completed and launched 3 projects in collaboration with the team.
- Designed interactive digital dictionaries with features such as search, community-driven word suggestions, and a reviewer dashboard for linguistic validation, supporting local language preservation.
- Designed a classroom booking system with real-time availability, usage monitoring, and automated booking confirmations, significantly improving operational efficiency.
- Redesigned a company profile website with a modern, responsive layout to enhance brand visibility and user engagement.
- Designed a mental health support application that enables volunteers to track patient visit history and provide structured follow-up care through an intuitive step-based interface.

PT. Semester Integrasi Digital (Sekolah.mu) - Jakarta, Indonesia

Feb 2024 - Jun 2024

Product Designer (Internship)

- Conducted heuristic evaluations and testing across multiple platforms, identifying design and functionality issues, and provided improvement suggestions.
- Revamped admin dashboard and mobile application pages by applying latest design system components, delivering Hi-Fi prototypes to modernize and improve user experience.
- Contribute to team discussions by providing and receiving feedback to improve design solutions.
- Designed a feature to purchase multiple payments in a single transaction, improving user experience by reducing recurring taxes and service fees (final project).

PT. Pilar Persada Solution - Bali, Indonesia

May 2023 - Jun 2023

UI/UX Designer (Internship)

- Converted the dashboard display from the website version to the mobile version using Figma and applied several UX laws.
- Redesigned the profile website that had a map view feature.

EDUCATION

Udayana University - Bali, Indonesia

Sep 2021 - Feb 2025

Bachelor Degree in Computer Science

- Graduated with Cum Laude honors (GPA: 3.94/4.00).
- Focused on UI/UX design, software development, and data analysis.
- Actively participated in student organizations and events, mentoring peers in design and contributing to campus projects.

Rakamin Academy - Jakarta, Indonesia

Aug 2023 - Jan 2024

UI/UX Intensive Bootcamp

- Learned end-to-end processes in Design Thinking, from Empathise, Define, Ideate, Prototype, Test, and also applied Design Heuristic principles, and Nielsen Best Practice.
- Led team of 9 people and successfully created a prototype for a financial management application that also enhanced users' financial insights (SUS Score: 89,2).

ORGANIZATIONAL EXPERIENCE

Student Innovation Centre - Bali, Indonesia

Jan 2023 - Dec 2023

Design Division Functionary

- Created social media posts, banners, certificates, etc., for every event organized by SIC.
- Led teams of 4 - 7 people and successfully created a profile website and blog that not only introduced SIC at the faculty level but also took it to the university level.

PROJECTS

SIABO - Classroom Booking System

Jul 2024 - Aug 2024

<https://siabo-projects.vercel.app>

- Redesigned the classroom booking system to improve efficiency and usability, introducing features such as dynamic classroom availability, real-time usage monitoring, and an automated booking confirmation system.
- Collaborated with the product manager and the engineering team to maximize success in the development of projects.

KamusEnggano - Enggano Language Dictionary

Apr 2024 - May 2024

<https://enggano.cirhss.org>

- Digitized by designing an Enggano language dictionary that not only provided words along with their meanings but also displayed their scripts.
- Collaborated with the product manager and the engineering team to maximize success in the development of projects.

KamusBali - Balinese Language Dictionary

Oct 2023 - Nov 2023

<https://bali.cirhss.org>

- Designed a digital dictionary to preserve and promote the Balinese language, integrating features such as search, community-driven word suggestions, collaborative editing, and a reviewer dashboard for linguistic validation.
- Collaborated with the product manager and the engineering team to maximize success in the development of projects.

NOTU - Financial Management

Sep 2023 - Nov 2023

<https://www.behance.net/gallery/186832623/NOTU-App-Design-UIUX-Case-Study>

- Conducted user research such as market research and competitor analysis, obtaining insight that one of the reasons individuals struggled with financial management was due to a lack of financial literacy.
- Developed concepts and prototype for a financial management application that also enhanced users' financial insights.
- Iterated designs based on customer feedback, user interviews, and successfully increased the SUS score from 71,6 to 89,2 (9 - 16 respondents).

NEcho - Traditional Music Player

Sep 2023 - Oct 2023

<https://www.behance.net/gallery/186567413/NEcho-UIUX-Case-Study>

- Conducted user research such as market research and competitive analysis, obtaining insight that respondents didn't know where to find comprehensive and reliable information about traditional songs.
- Developed a prototype of a traditional music player application that also offered historical features of each song.
- Improved the design based on customer feedback, which increased the SUS score from 78,8 to 89,9 (17 - 19 respondents).
- Achieved runner-up position in the UI/UX design competition organized by Pendidikan Ganesha University.

Endorsfy - Endorsement Management

Apr 2023 - May 2023

<https://www.behance.net/gallery/171678459/Endorsfy-Endorse-Management-App>

- Created a prototype for an endorsement management application and obtained a 90% effectiveness score in testing with 20 respondents.

OTHERS

- **Software:** Figma, Figjam, Framer, Whimsical, Maze, Miro, Photoshop, Premiere Pro, Microsoft Office.
- **Achievements:** 1st Winner in National Web Development Competition by Technology Euphoria 2023 (Role: UI/UX Designer), 2nd Winner in National UI/UX Design Competition by Integer (Role: UI/UX Designer), 3rd Winner in National Hackathon Competition by Slashcom 2023 (Role: UI/UX Designer).