



# SISKA MARCELIA

UX/UI Designer

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## SKILLS

### UX RESEARCH

- Design thinking
- User interviews
- Competitor/comparative analysis
- Card sorting
- Usability testing

### UI DESIGN

- Wireframing
- Prototyping (low to high fidelity)
- Responsive design
- Typography
- Color theory
- Layout design
- Design system

### TOOLS

- Figma
- Adobe illustrator [Basic]
- Adobe photoshop [Basic]
- Framer

### SOFT SKILLS

- Communication
- Empathy
- Feedback-driven mindset
- Critical thinking
- Adaptability

### LANGUAGE

- English
- Mandarin
- Bahasa Indonesia
- Dialects [Hokkien & Teochew]

## EDUCATION

### USER EXPERIENCE DESIGN IMMERSIVE

General Assembly | Singapore  
Jun 2021 - Aug 2021

### DIPLOMA IN HOSPITALITY AND HOTEL MANAGEMENT

Republic Polytechnic | Singapore  
Apr 2012 - May 2015

### SENIOR HIGH SCHOOL

SMAK Yos Sudarso | Indonesia  
Jul 2008 - Jun 2011

## CERTIFICATIONS

### CERTIFICATE OF COMPLETION

General Assembly | Aug 2021

### CERTIFIED SCRUM MASTER

Scrum Alliances | May 2021

### ICAGILE CERTIFIED PROFESSIONAL

[AGILITY IN MARKETING]

ICAgile | Apr 2021

### DIGITAL PLATFORM MANAGEMENT

NTUC Learning Hub, by Emeritus |  
April 2021

## ABOUT ME

Creative and user-focused UX/UI Designer from Indonesia, based in Singapore since 2012 and currently a Singapore Permanent Resident. Specializing in designing intuitive digital solutions across fintech, healthcare, and Web3. Skilled in optimizing user flows, enhancing product usability, and driving engagement. Known for transforming complex ideas into clean, user-friendly designs that deliver results.

## EXPERIENCE

### EMURGO PTE LTD | PRODUCT DESIGNER (UX/UI)

Singapore | Jun 2022 - Mar 2025

- Delivered high-impact, user-centered designs for **Cardano Spot**, a Web3 social platform, optimizing onboarding, navigation, and user engagement.
- Designed secure, user-friendly interfaces for **Anzens**, a stablecoin-backed platform, streamlining onboarding and enhancing digital asset interactions.
- Contributed design solutions for **Yoroi Wallet**, a lightweight crypto wallet for Cardano users, focusing on user flow clarity and responsive usability.
- Collaborated with developers, PMs, and stakeholders to ensure design consistency and scalability.

### SYNAPSE+ PTE LTD | PRODUCT DESIGNER (UX/UI)

Singapore | Mar 2022 - Dec 2022 | Freelance

- Redesigned a healthcare platform, improving navigation and accessibility.
- Conducted user research, improved information architecture, and delivered high-fidelity prototypes.

### GENERAL ASSEMBLY | UX DESIGN IMMERSIVE STUDENT

Singapore | Jun 2021 - Aug 2021

- Completed intensive, project-based UX design training including a real-world client project.
- Delivered a complete e-commerce redesign for **SSUNSU**, enhancing user journey and product discoverability.
- Revamped the **Registry of Marriages (ROM)** website, creating a joyful and streamlined user registration process.

### HSBC BANK (SINGAPORE) LIMITED UNIVERSAL BANKING AMBASSADOR

Singapore | Apr 2019 - Jul 2020

- Identified new acquisition sources and opportunities by adopting a needs-based approach, providing recommendations and solutions to enhance the overall customer experience with the bank.

### FIRST IMPRESSION OFFICER

Singapore | Apr 2018 - Apr 2019

- Assessed banking needs and referred customers to relevant specialists, ensuring tailored solutions and a seamless service experience.

### CUSTOMER SERVICE ASSOCIATES

Singapore | Apr 2015 - Apr 2018

- Delivered over-the-counter banking services and addressed customer inquiries in a timely, efficient, and professional manner.
- Recognized for excellence in service with the **EXSA Gold Medal (2018)** and **HSBC "Catch A Shining Star" (2018)** awards.