

Ayu Larasati

UX Design & Research
ayu-larasati.com

ayu.larasati0705@gmail.com
linkedin.com/in/ayu-larasati/

SKILLS

User Research
Usability Testing
Design Thinking
Prototyping (low to high-fidelity)
Qualitative & Quantitative Research
Data Analysis
Information Architecture
User-Centric Design
Collaboration & Communication
Project & Research Planning
Design Tools (Figma)
Collaborative Tools (Miro, Airtable)

LANGUAGES

English
Bahasa Indonesia

EDUCATION

Master of Science in Information Science

Specialization in UX Design & Research
The University of Texas at Austin | August 2019 - May 2021

Bachelor of Science in Environmental Science

Specialization in Geography
The University of Texas at Austin | August 2015 - December 2018

EXPERIENCE

UX Designer & Researcher

Sentier Strategic Resources
Austin, TX | April 2020 - Present

- Assisted design team in creation of mock-ups and deliverables as requested by clients based on client specifications.
- Collaborated with both internal and external/client-side research & design teams to generate feedback and iterate on research & design.
- Analyzed qualitative and quantitative data in order to inform and guide design process, research scope, and data collection methods.
- Centralized and managed over 500 in-house design files during reorganization and migration from Sketch and Abstract to Figma.

UX Researcher

athenahealth
Austin, TX | January 2021 - May 2021

- Crafted and executed a research plan that includes heuristic evaluations and a usability test with 15 participants for a medical patient billing portal.
- Analyzed qualitative and quantitative data based on user interviews and pain-points to generate insights and recommendations to improve the usability of the billing portal.
- Synthesized and presented a report with findings from user interviews and actionable recommendations to internal stakeholders.

Pet Adoption App Design Lead - Course Project

Group project in Information Architecture & Design course
Austin, TX | January 2020 - May 2020

- Conducted preliminary user and market research in order to guide development of information architecture strategy, including IA blueprint, content mapping, and content modeling.
- Designed and created clickable mid and high-fidelity mock-ups based on the decided information architecture.
- Conducted two rounds of unmoderated user testing in order to identify user pain-points, gain insights, and guide further iterations of design.