

Ratna Sari

· EXPERIENCE DESIGNER ·

☎ 253 315 4899

🌐 ratnastudio.com

✉ ratna_talk@yahoo.com

Work Experience

Senior Product Designer · Brillio · 2022 - Present

Serves as senior product designer in Global Experience Design team to bring innovative product designs for both retail & enterprise clients. Applies UX design best practices to each projects, understanding of mobile-first and responsive design to resolve pain points. Deeply involved in product design cycle, from proof of concept RFP, discovery sessions, participate in user research/testing, prototyping, usability testing, & accessibility concerns. Partner with several cross-functional teams & advocate for client's needs. Guide, mentor, and help build-high performing creative teams.

Senior Visual Designer · Merkle · 2021 - 2022

Lead and manage an ongoing retail e-commerce monthly site publishes as part of agency retainer relationship. After LiveArea/Merkle create a new digital look and feel, I curate monthly designs for retail home page, landing pages, various web assets for the client, as well as design module expansions. Primary point of contact from the design team.

- Delivers over 750 assets in each site publish, in various format.
- Provides art direction and visual design, trained and onboarded junior

Senior Visual Designer · Deloitte Digital · 2014 - 2020

Worked closely with the Art Directors, VP of marketing and business leaders to apply & expand Deloitte Digital brand through use of typography, color pallets, and imagery for all digital & print output. Designed winning Proposals for various business pursuits. Designed and developed interactive microsities (Zoom Forth) & global landing pages for Deloitte.com.

- Executed cohesive vision of new visual identities for Deloitte-sponsored events & campaigns, extending to trade booths, conference materials, & social media assets. Achieved elevated engagement, clicks, & conversion rates.
- Migrated and built Deloitte Digital US site on AEM (Adobe Experience Manager) while producing digital assets for Deloitte Digital rebranding. Contributed to user testing, reporting daily logged errors/bugs for developers resolution.
- Created high impact Deloitte Digital brand patterns assets for international applications in website, proposal templates, and social media platforms.

Design Expertise

Branding & visual storytelling
User-centered design
Design System
Responsive Design
Rapid prototyping
Usability & Accessibility
Data visualization
Information architecture

Tech Tools

Figma
Zeplin
InVision
Illustrator
InDesign
Photoshop
Adobe XD
After Effects
Audition
Sketch
Google Suite
(X)HTML/CSS
Microsoft Office
SmartSheet
Asana

Work Experience

Digital Design Manager • MultiCare • 2020-2021

Designed & established system-wide brand guidelines for various hospital systems to stand out against competitors. Provides creative direction to junior designers, internal agencies, and external vendors. Expanding brand digital assets and distributed them through various access points

- Collaborated with communications team on Covid-19 vaccination campaign strategy. Developed impactful visual approach based on relevant research involving healthcare professionals for internal and external distribution.

Graphic & Web Designer • Bedrooms & More • 2012-2014

Developed & built front-end improvements and updates for Bedrooms & More e-commerce product pages using (X)HTML/CSS using Dreamweaver. Provided SEO recommendations to increase web visibility through Google search input. Designed brand identity guidelines & point-of-sale assets for 45th St. Bedding in-house brand.

- Designed a responsive e-commerce site for 45th St. Bedding site maps, UX flows, and point of purchase. Design handoff to developer.

Freelance Designer • 2010 - Present

Serving various clients in the Seattle areas including, Indigo Slate, GIRVIN, Doubleknot Creative, Frye Art Museum, Mentor Creative Group, James Clark Design, Park Lane Design Studio and more. Work includes UX/ UI designs, app designs, brand storytelling, marketing & social media campaigns, client proposals, vector illustrations.

Client List • 2010 - Present

AAA, Adobe, Albertsons, Bed, Bath & Beyond, Centene, Cigna, Eli Lilly, GE, HPE, LifePak Defibrillator, Lovers, Microsoft, Physio-Control, Point Defiance Zoo, The Children's Place, Tommy Bahama

Education

UX Certificate Program

School of Visual Concepts
Seattle, WA • 2018-2020

Graphic Design, BFA

Art Institute of Seattle
Seattle, WA • 2008-2012

EF High School Year Abroad

Exchange Student
Hoxie, AR • 2006-2007

Language

English

Bahasa Indonesia

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