

curriculum vitae & portfolio



well _come!

I'AM

Tessca Aliffiokta Dhara Pradipta, S.T.

BORN IN

Surabaya, 17 October 1996

BACHELOR ART DEGREE IN

Visual Communication Design
UPN "Veteran" Jawa Timur

MY SPECIALIST IS

UI UX Mobile Apps & Web Designer
Visual Design
Concept Design
Photo & Videography
Copywriter

I'AM A

Talkative, adaptable,
icebreaker, like to learning new things,
open minded, passionate on doing
research and projects.

ex _periences

WORK EXPERIENCES

Graphic Designer Aksentris Architect, Contractor and Building 2016-2018
Digital Marketing Communication Xavier Marks Indonesia Property 2018-2019
UI UX & Graphic Designer Sosiakita 2019
Section Head UI UX Digital Banking PT. Bank Sinarmas 2019-2020

ORGANIZATION

Force Commander in DKV UPN “Veteran” Jawa Timur 2014-2018
Chief Executive in PEMABA DKV UPN “Veteran” Jawa Timur 2015
Team Organizer in PP&K FTSP UPN “Veteran” Jawa Timur 2016
Team Organizer in Nuit Blanche Institut Francais Surabaya 2016
Team Organizer in Peduli Surabaya IYOIN Organization 2016
Designer in Tata Rupa Batch 4 x Surabaya Government 2016
Team Organizer in Tata Rupa Batch 6 x Surabaya Government 2017
Team Organizer in Talkshow “Berani Kreatif Bikin Bisnis” 2017
Chairman in Senat Fakultas Arsitektur dan Desain UPN “Veteran” Jawa Timur 2017-2018

SPEAKER & GUEST

Speaker in Pemantapan Organisasi FH UPN “Veteran” Jawa Timur 2017
Guest on Talkshow “Bela Negara dalam Konteks Industri Kreatif” FTSP UPN “Veteran” Jawa Timur 2016
Guest on Talkshow “Orientasi Peningkatan Peran Perempuan dalam Bidang Politik” Dinas Pemberdayaan Perempuan, Perlindungan Anak dan Kependudukan Provinsi Jawa Timur 2018

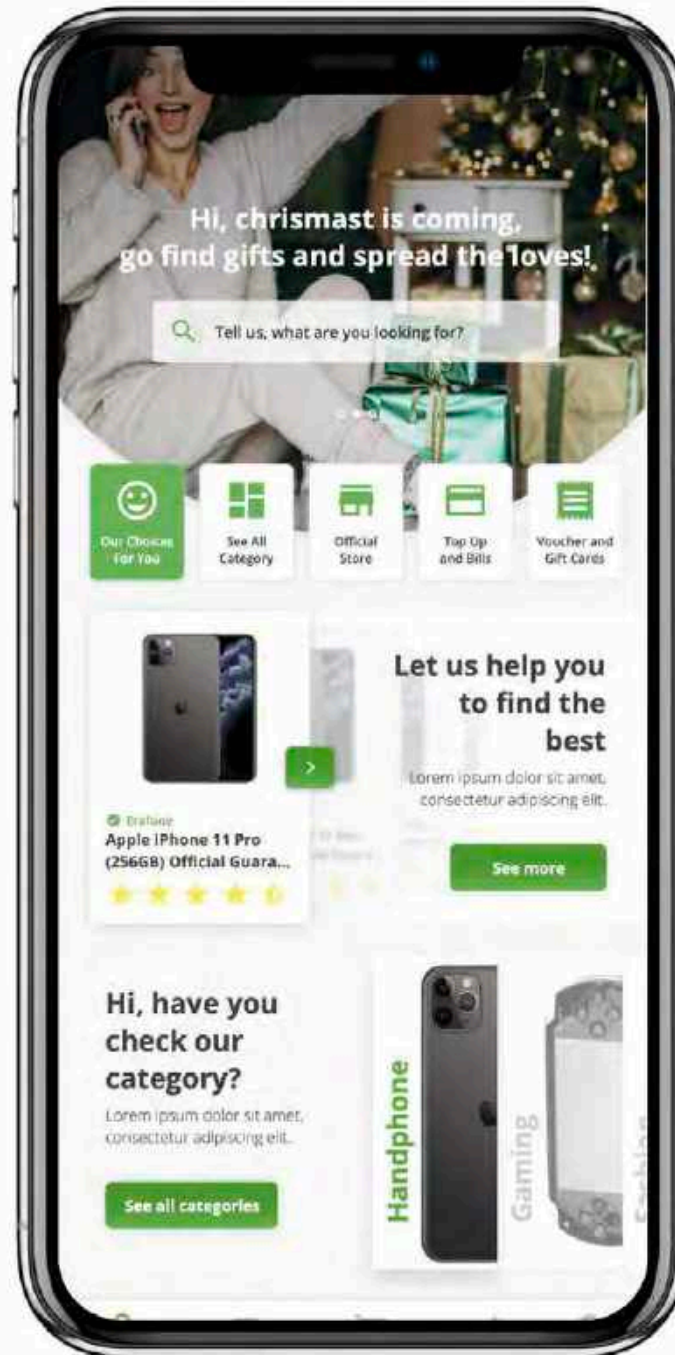
ui _ux

MOBILE APPS & WEBSITE Tokopedia

On this revamp homepage, I tried to prioritize users to immediately search for what they need, so that the search bar is more dominant than the suggestions below. Have a gently reminder for users to check our categories but don't push them too much if they don't interest to check.

The use of white space in the design system that was built aimed at users not affected by tired eyes when accessing the web and the app when a lot of information is conveyed.

A consistency design system by using colors, grids, padding and margins, font type or line weight, hierarchy, and simplicity that I tried to build shows the concept of less but better.



Home / Handphone / I/Os / Apple iPhone 11 Pro (256GB) Space Grey

 **Erafone** (Official Store)

Apple iPhone 11 Pro (256GB) "Official Guarantee"

 271x Seen

Product Info

1000gr | New Condition | Insurance

Colour



Shipping Charge

Start from Rp 23.000



From Jakarta Utara, Penjaringan

To Jakarta Barat, Grogol 

Price

Rp 21,799,000

Quantity

Add to Cart 

Description

Reviews

Discussion

Shop Notes

Voucher

Brand Apple

Spesification Jaringan GSM / HSPA / LTE
Sistem Operasi iOS 13
Prosesor Apple A13 Bionic (7 nm+), Hexa-core (2x2.65 GHz Lightning + 4x1.8 GHz Thunder)

ui _ux

MOBILE APPS

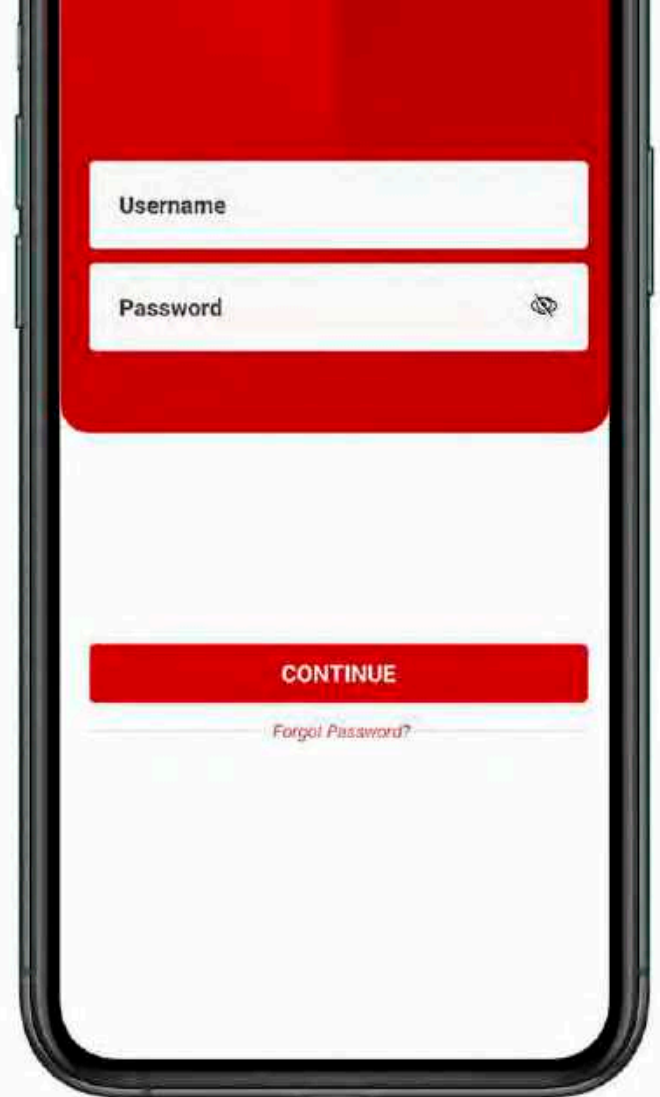
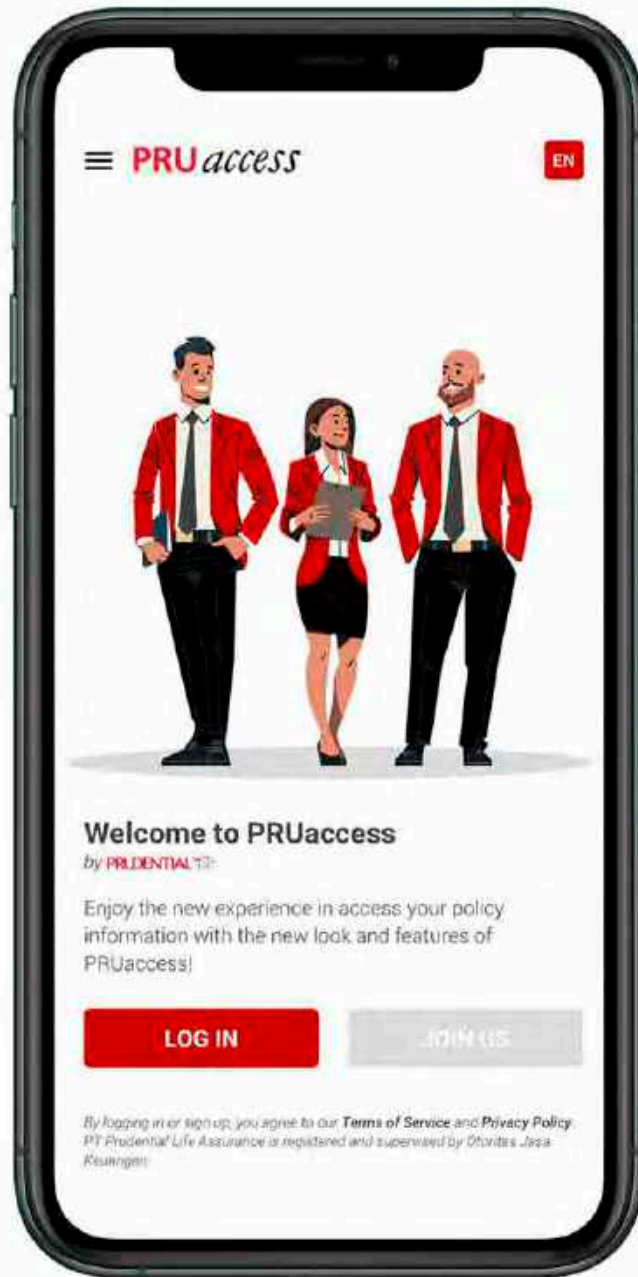
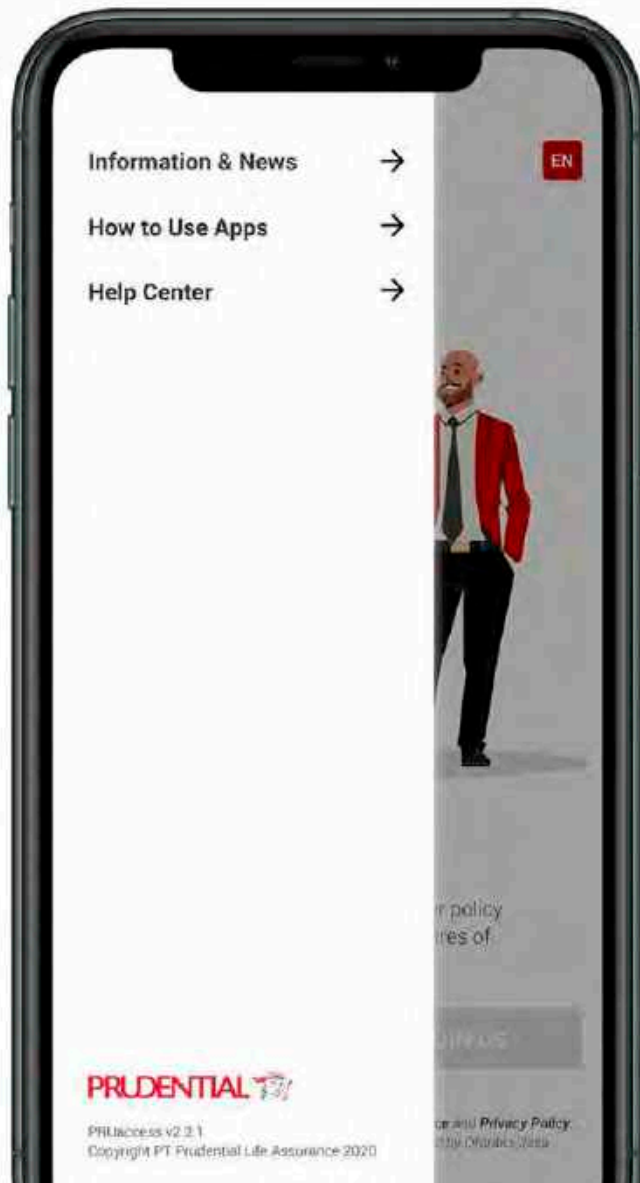
PRUaccess by Prudential

PRUAccess is a Prudential customer application, which can be accessed by customers who provide various information and send transactions through electronic media submission about their policies. PRUAccess was redesigned in 2012.

Right now, I made change for existing landing page will be prioritize the minimalist side with white space and a neat layout so that all information delivery can be captured by the user properly.

Provide your own space for information about finance, insurance, or how to use the application to the help center on the burger menu. Filter the content that will appear on the landing page with the aim of building responsive and sufficient applications compatible for use on any device.





ui _ux

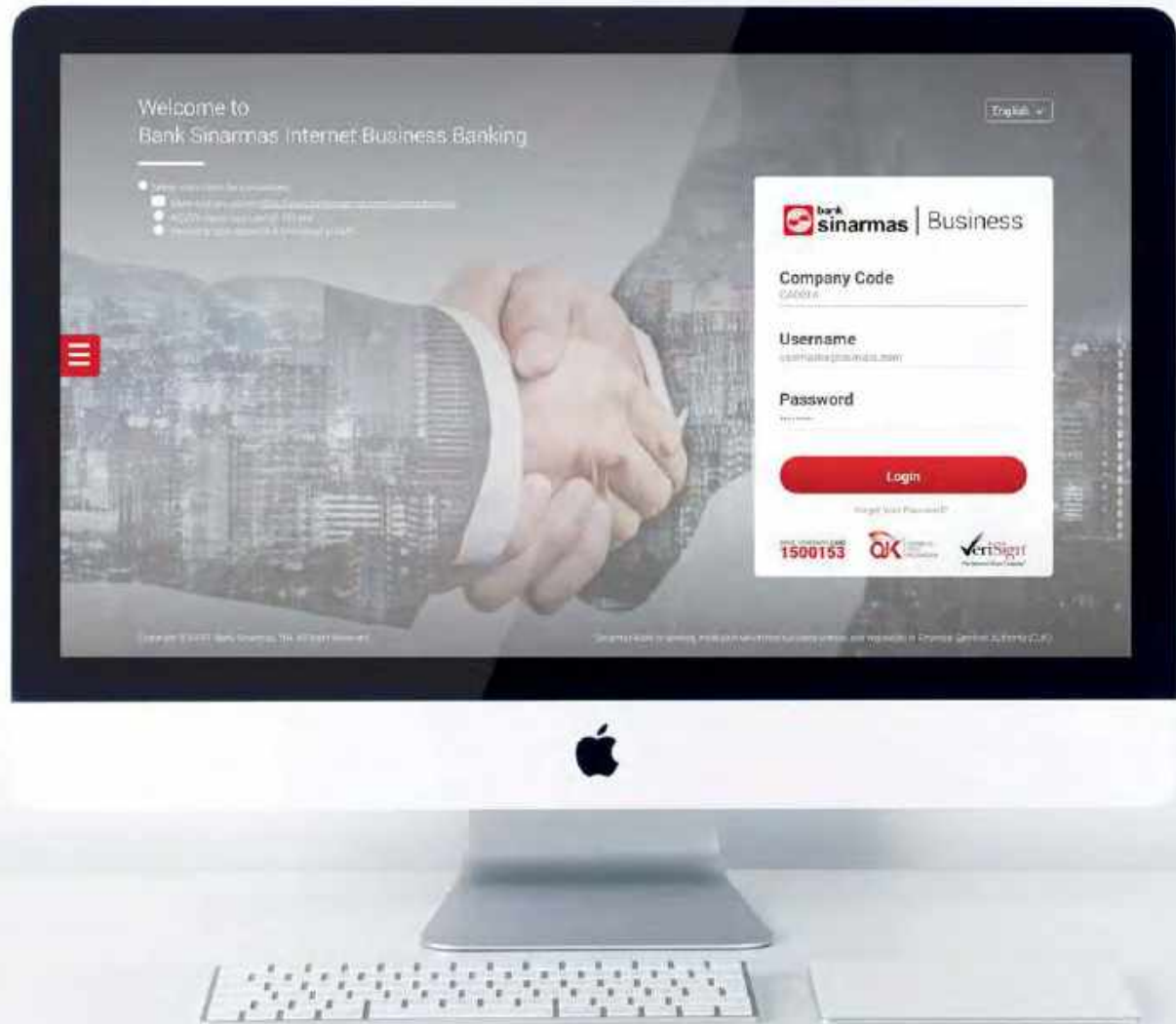
WEBSITE

iBanking Corporate Bank Sinarmas

During this time, internet banking is one of the important facilities owned by users to access their needs, but only a few of the banking companies realize the importance of user experience gained when using digital-based facilities.

Bank Sinarmas's corporate internet banking design was formed with the concept of elegant, simplicity, and also interactive.

Where users can feel the sensation of using various features or products on just the same page. Then rather than that, the secondary information that you want to convey can be easily understood by the user based on their pattern and priority order.



×

✓

✓


Selling


- Rp.14215.00
- Rp.10273.00
- Rp.134.19
- Rp.1822.00
- Rp.17326.00
- Rp.15717.00
- Rp.2002.00
- Rp.9584.00


bank sinarmas | Business


Search


Welcome to Live Chat ✕
Customer Service Bank Sinarmas

 **Eva**
Customer Service
CCC65
Online

 Selamat Siang Bank Sinarmas 10:41

 **Nasabah Yth, Selamat Siang, Terimakasih telah Menggunakan Layanan Customer Care Chat Bank Sinarmas.** 10:43

 Hal Eva, saya ingin bertanya mengenai cara registrasi nasabah baru untuk Business Banking. Apakah anda dapat menjelaskannya pada saya? 11:02

 **Dapat kami informasikan bahwa akan dengan senang hati** 11:03

Please enter your messages

Send Chat

Follow Us On Social Media

Facebook Instagram Twitter YouTube

bank sin

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ui _ux

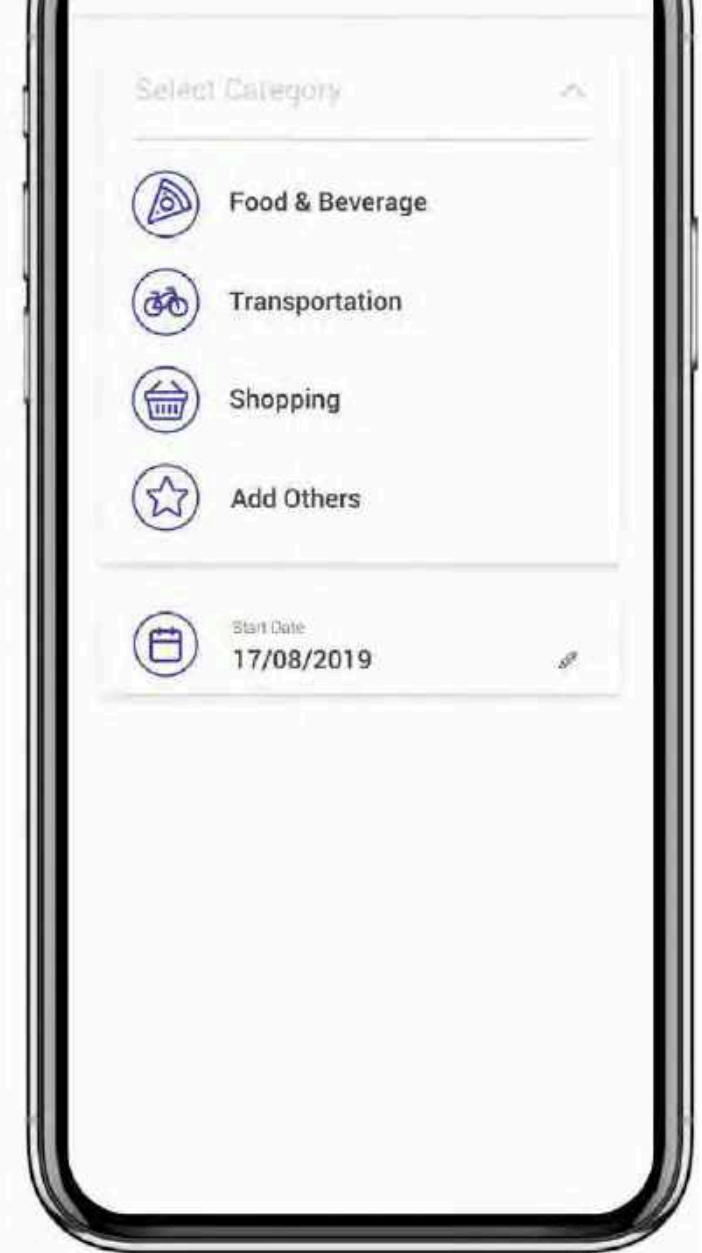
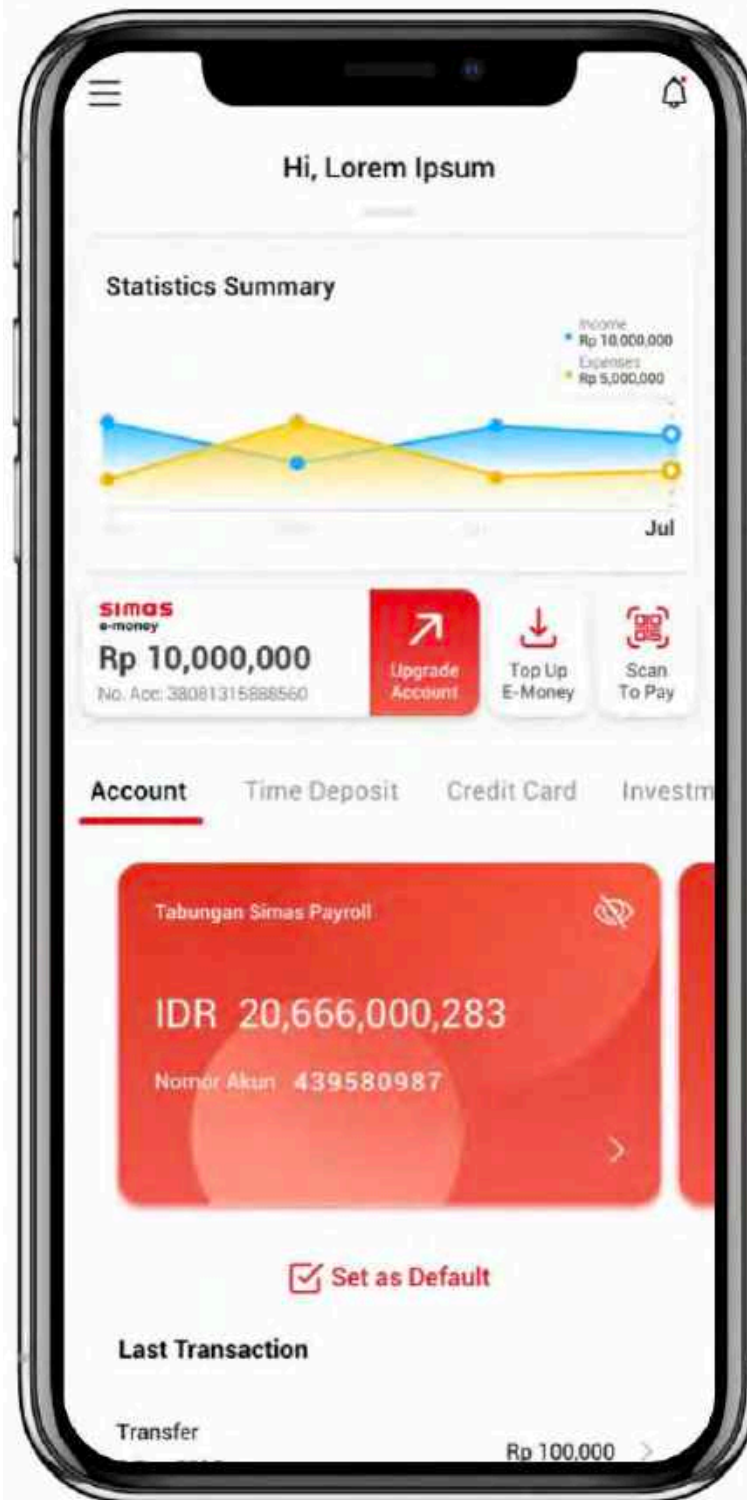
MOBILE APPS

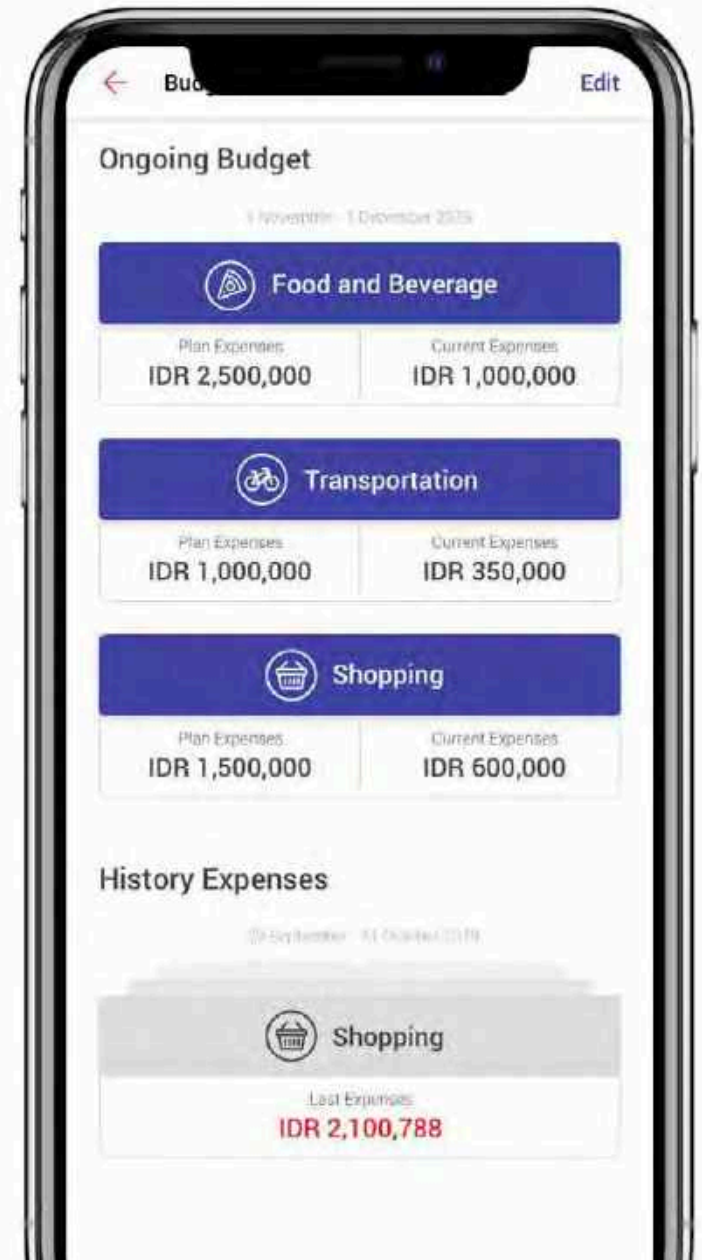
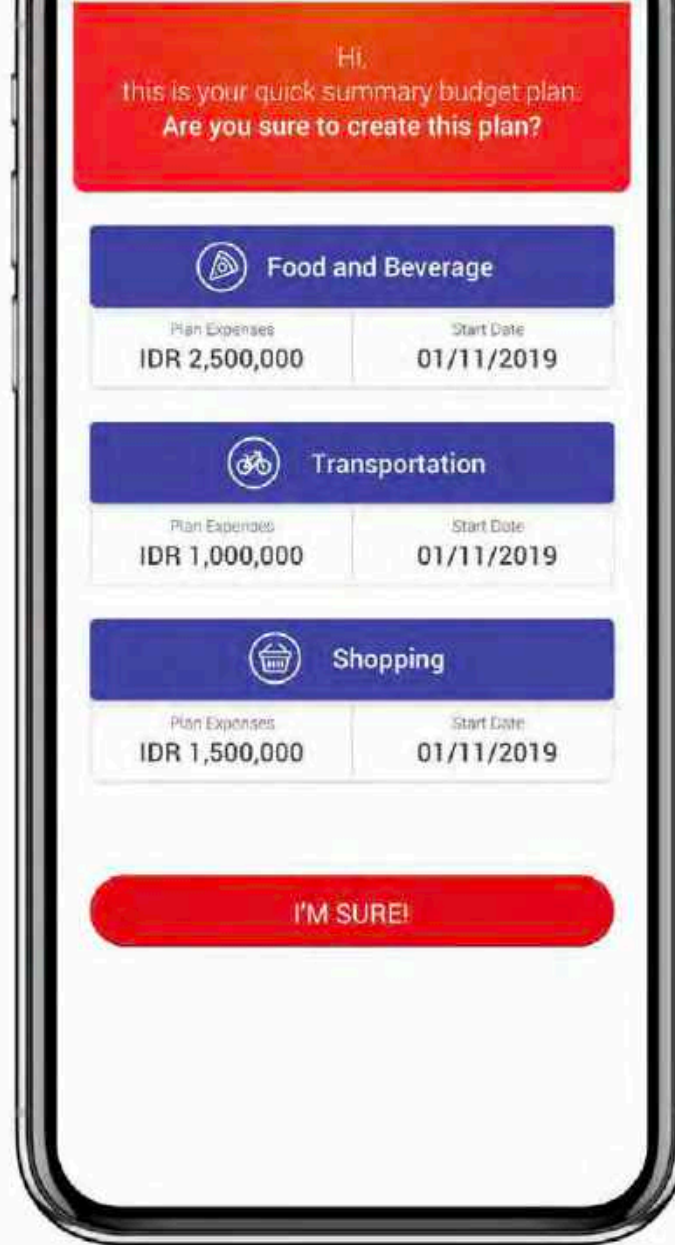
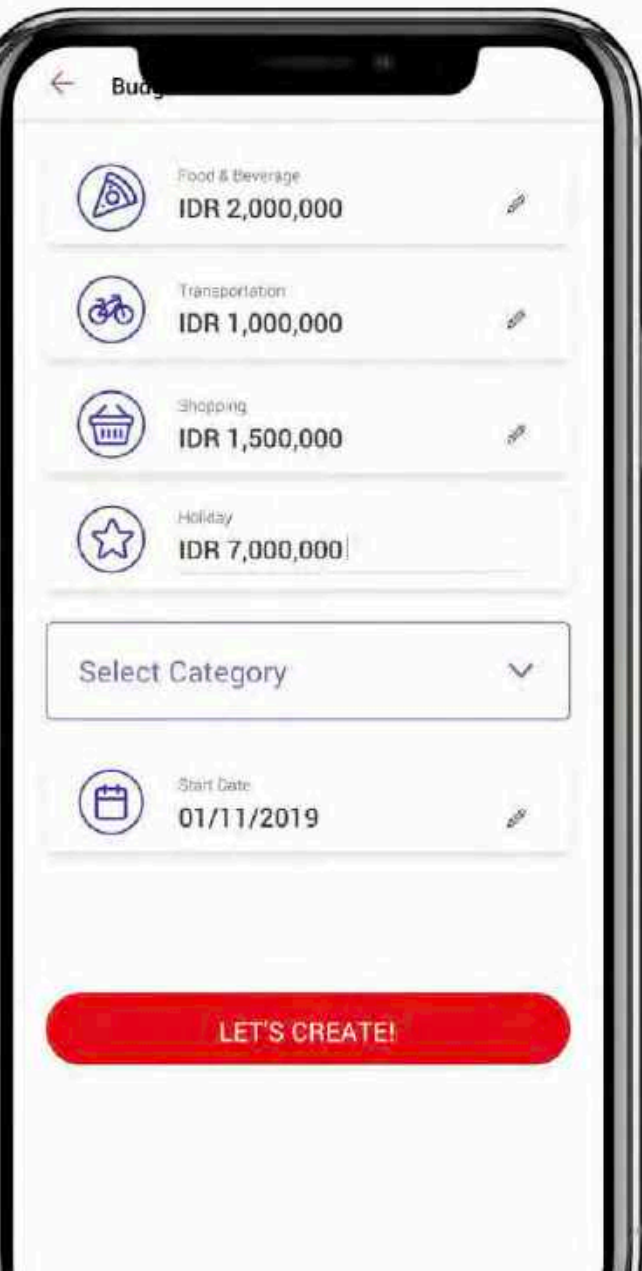
Spending Tracker and Budget Plan Bank Sinarmas

Spending tracker and budget plan are one of the latest features offered by Bank Sinarmas for its customers.

This feature aims to help customers recognize financial flows with income and outcomes that will be displayed in graphical statistical data simply on the Bank Sinarmas mobile banking dashboard. Customers can also see their financial flows in detail by pressing the graphic statistics.

In addition, the spending tracker feature also has an innovation for customers to manage their output using a budget plan. This budget plan can be made with various categories that have been provided such as transportation, shopping, vacations, etc and can be adjusted in nominal terms to the needs of customers.





ui _ux

WEBSITE

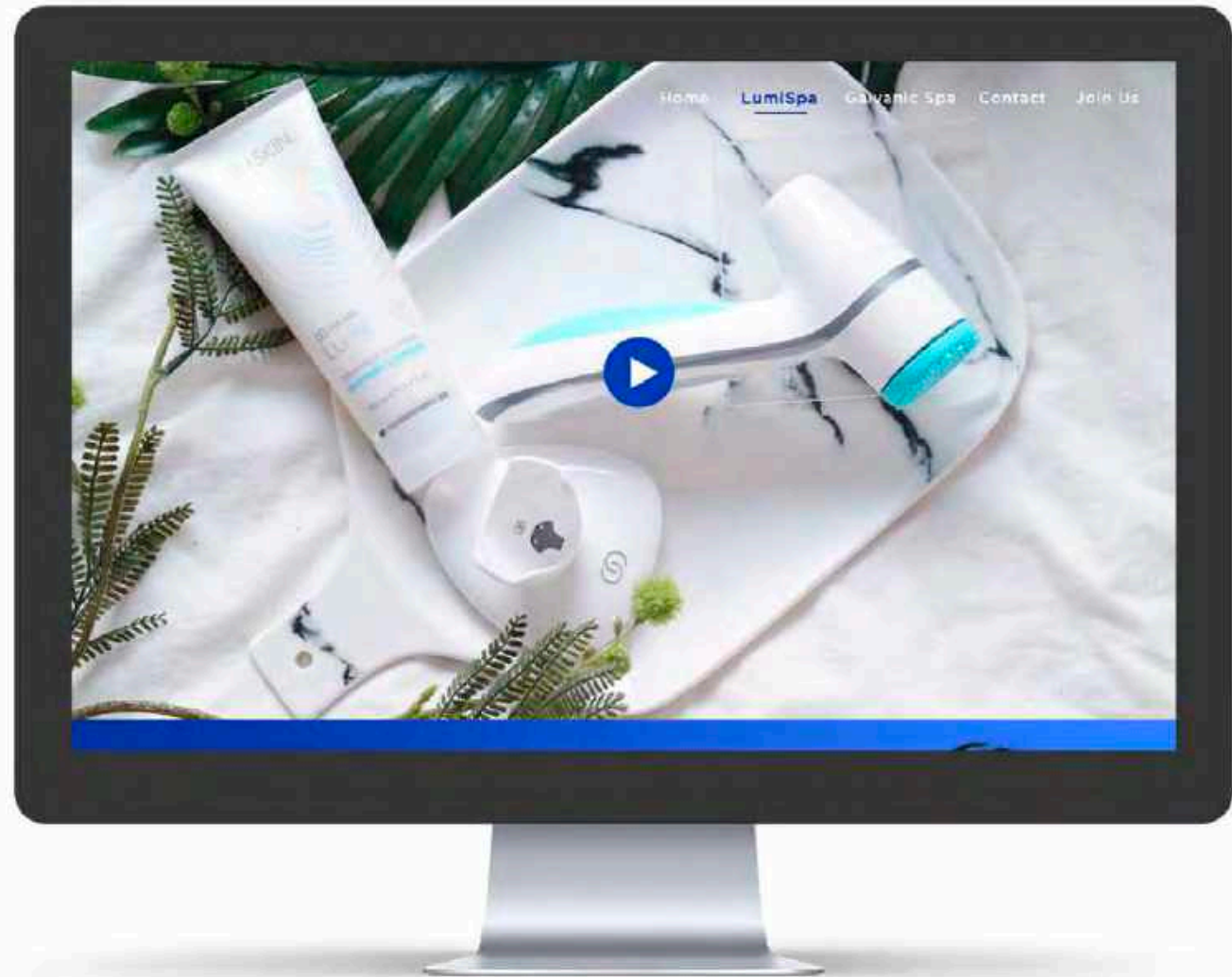
Nu Skin Official Branch

A good website is a website that is able to represent the image, quality and professionalism of what is offered to attract users using the website.

In addition, the website is also a media design that is quite telling as a means of information that is sufficient interaction if it is able to target its users in accordance with the specified target segment.

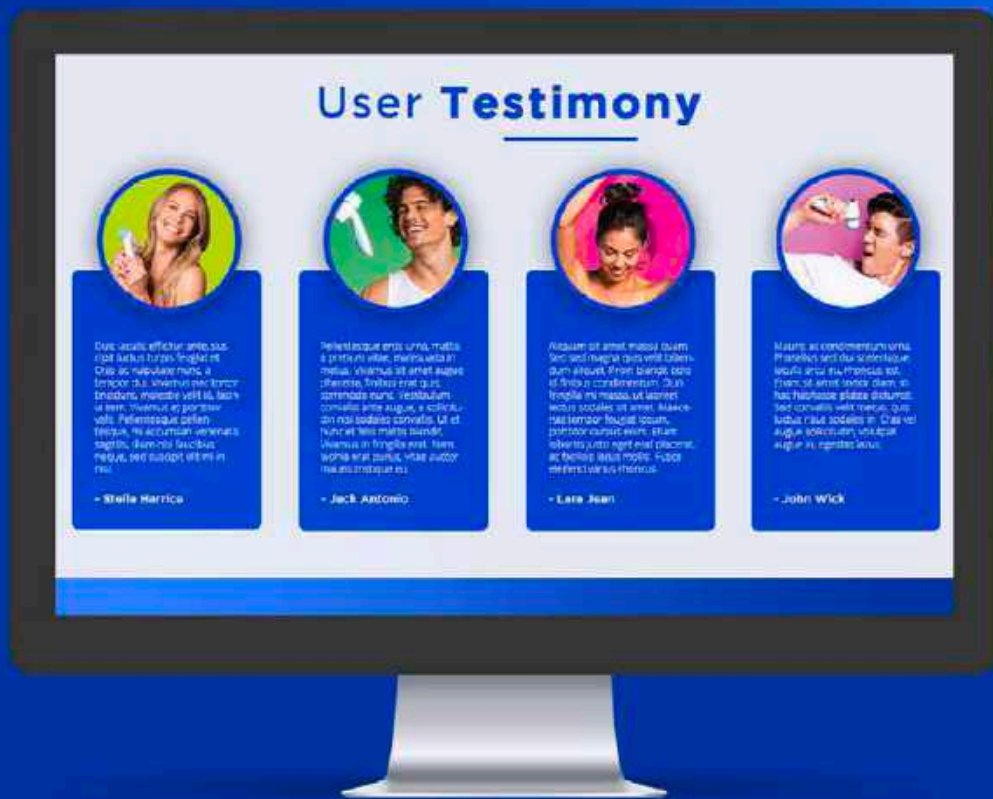
Consider how the user's habits, ways to use and features contained in the website are simple enough to be easy to use and understand by the user.

Therefore, website design from NuSkin is expected to be quite effective in targeting all users from various circles with explicit or implied information.



Welcome to, NU SKIN

discover the best you.



ui _ux

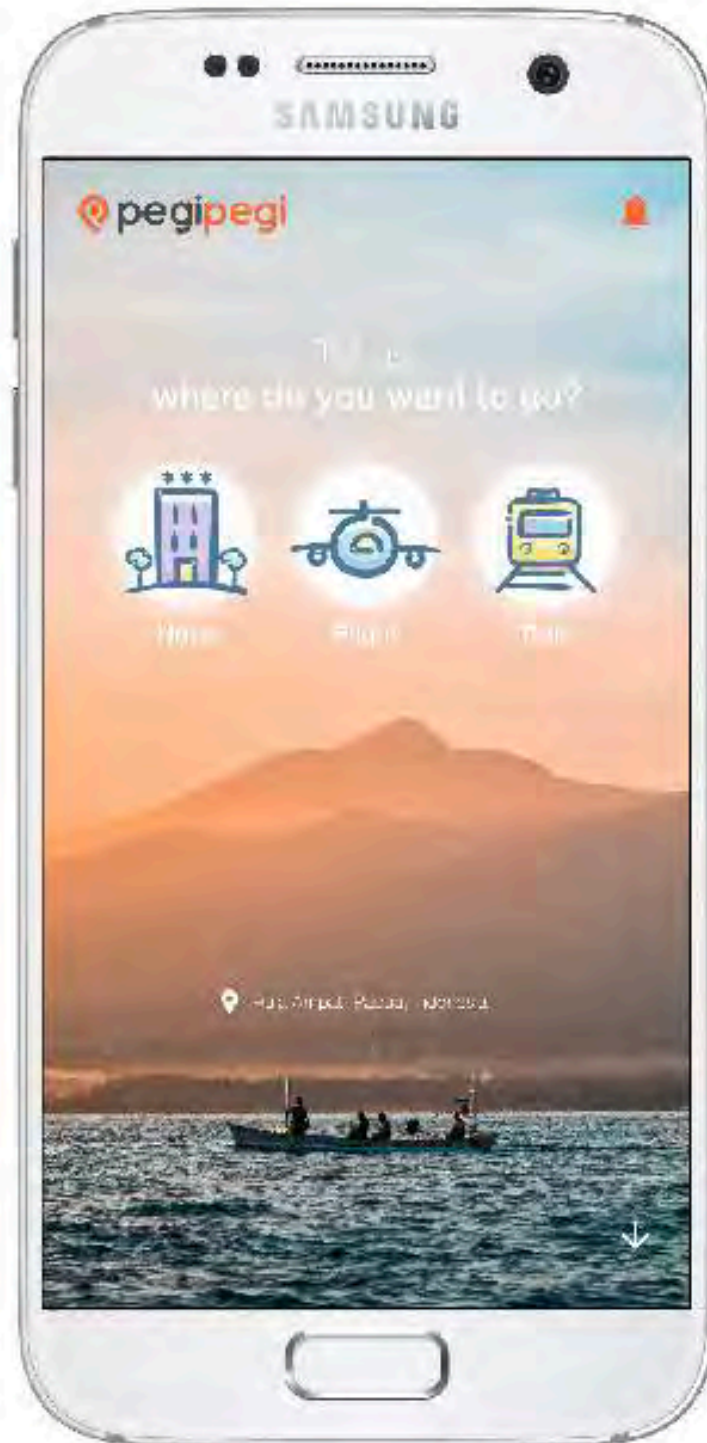
MOBILE APPS & WEBSITE

Pegipegi.com

This Pegipegi.com design project can be executed because of an offer to cooperate even though it has not finish yet.

Also, before the mock-up of the design was formed, the process began with the concept that lifted the company's brand from its distinctive color, orange. For me, the color has philosophical meaning such as sunrise or joy when traveling with the services of Pegipegi.com

The color is processed and executed with products or features that are arranged in a priority scale from the top down more simply, so that users are expected to be able to more easily use the web and mobile app from Pegipegi.com





Hotel



Flight



Train



Special Deals

Special Deals

Whether it's for business or leisure, you can always save a lot more with Pegipegi.

See more promos

Diskon Tiket Pesawat

ui _ux

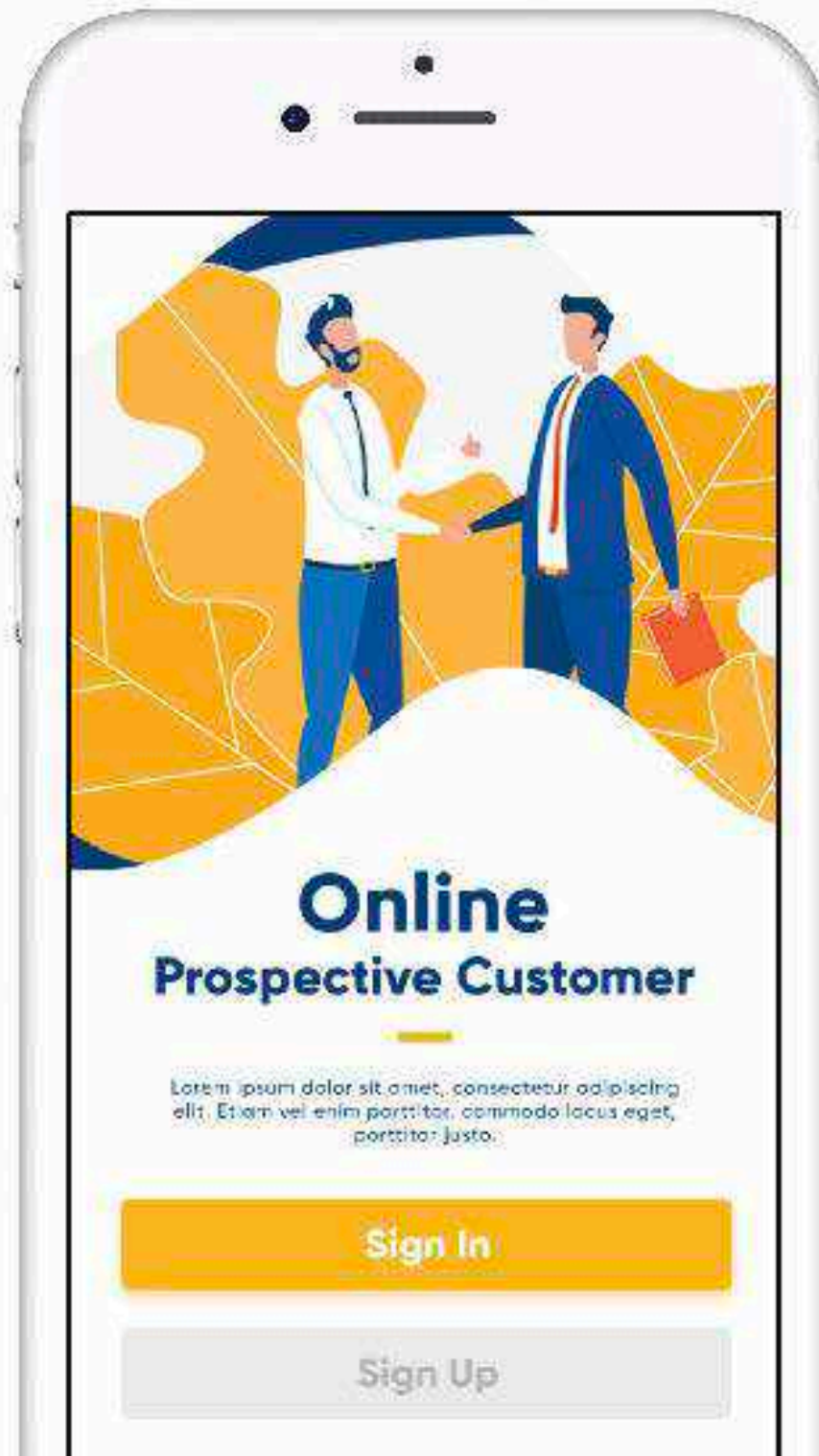
MOBILE APPS

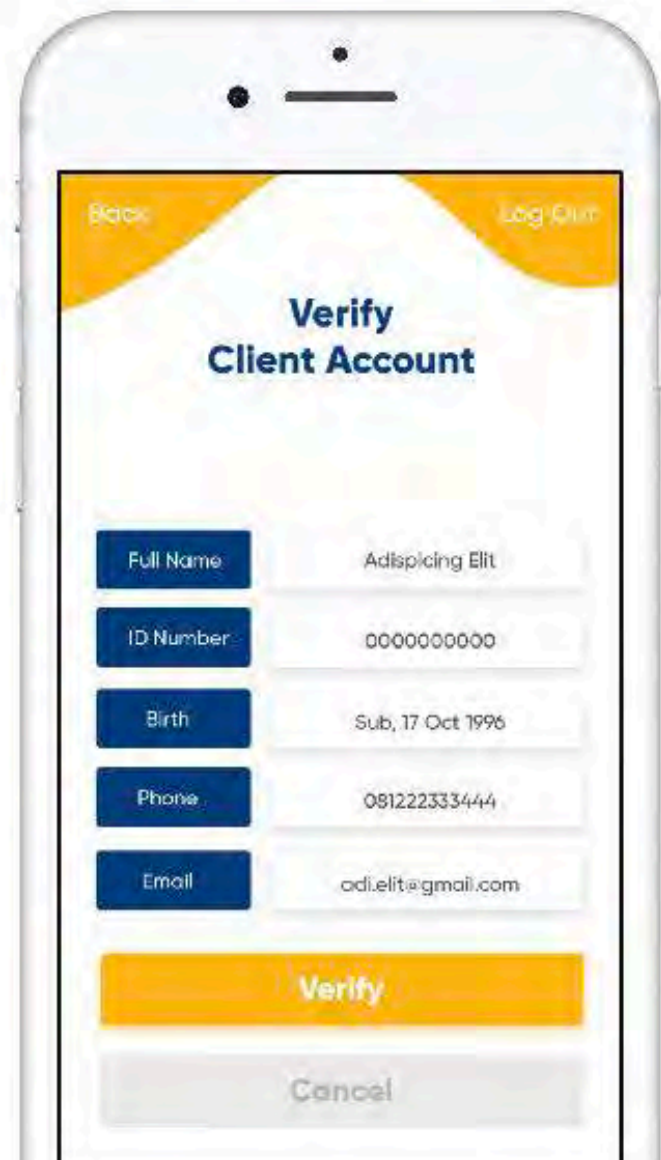
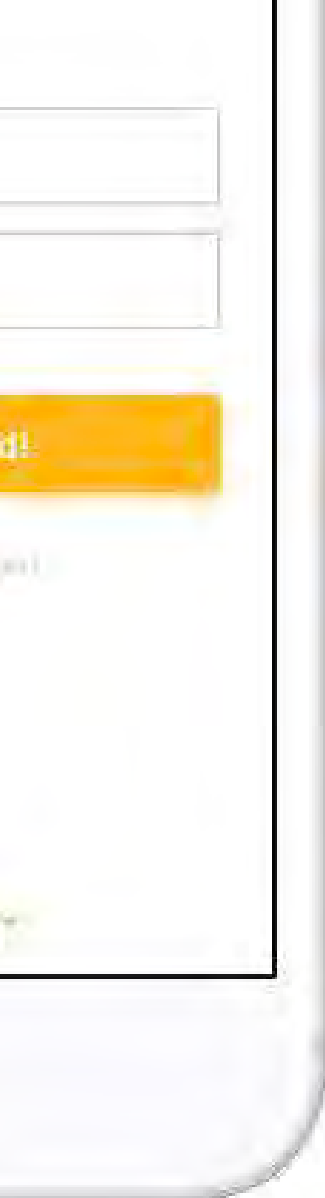
Mandiri What The Hack
2019
Bank Mandiri x Kalibr

The online prospective customer is one of the concepts presented to Bank Mandiri when conducting activities in the context of innovation in the banking world.

The app is expected to be able to attract all people, including those in the interior, to become Bank Mandiri users.

OPC application itself is intended for users who are Bank Mandiri partners who will later work together with Aja Check or Pay attention to send their agents targeting areas that have not yet benefited from the banking world.





brand _ing

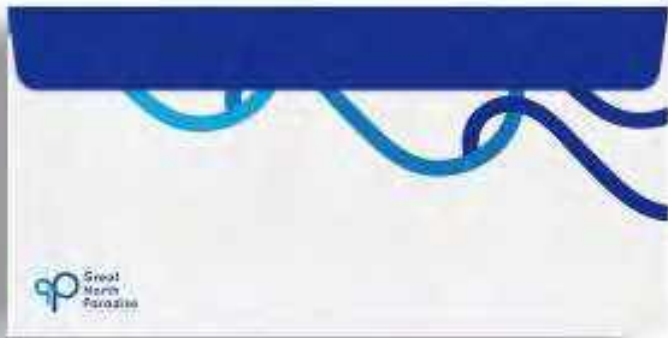
RESORT

Great North Paradise
PT. PP Surabaya x Kreavi

The Great North Paradise branding design project began with the challenge of PT. PP Properti Surabaya, which collaborated with Kreavi to create a middle and upper branding for the resort project to transform the slums in North Surabaya into an upscale area with modern facilities and fun entertainment.

This design is made with the concept of nature for the future, the name of the Great North Paradise which means heaven from the north by not leaving local cultures or the characteristics of the area. Thus, the design can be executed with dynamic formations such as waves on the beach in the city of North Surabaya.





brand _ing

FASHION

Dameria Ambuwaru

Dameria Ambuwaru is the original name of the owner of a woven fashion clothing brand. The products offered from this brand are of high quality because of the originality of the handmade manufacturing.

Targeting the upper-middle-class segment, Dameria Ambuwaru is ready to compete in the market to enliven the fashion industry in Indonesia.

Dameria Ambuwaru branding is presented in gold and black brand colors with the philosophical side and simple and elegant meaning. The logo formation that resembles a hand is looking up but with a structure built one line creates a minimalist impression that presents the style of the woven fabric itself.





brand _ing

INTERGRATED MARKETING

COMMUNICATION

Kumpul Kreavi

Integrated marketing communication is one surefire way for a product, service from individual or a group to attract users to actively consume from what is trying to offer.

IMC can convey a message with certainty and clearly if it has the concept and unique characteristics of the product or service.

Kreavi is a community that strives to offer various collaborations with designers throughout Indonesia to participate and become part of the Kreavi community.

With a variety of products and services that Kreavi offers such as talk shows, workshops, gathering, and others are expected to be able attract designers to work together.



EPISODE 45
KUMPUL
KREAVI



PESONA DESAKU

Tepat diperingatinya **Hari Desa Nasional** pemerintah fokus dalam memberdayakan perekonomian dan sumber daya masyarakat desa.

Kreavi sebagai salah satu ekosistem kreatif terbesar di Indonesia ditunjuk oleh Kementerian Pariwisata untuk membuat sebuah kegiatan kreatif yang mendorong terbentuknya desa pariwisata.

Semarang, 15 Januari 2020

Widya Mitra MT
Haryono Street No. 360 Semarang

OUR SPEAKERS



Sweta Kartika
Founder Ragakusuma
Komik



Arief Yahya
Menteri Pariwisata



Anto Motulz
Creative Advisor
Kreavi

EPISODE 45
KUMPUL
kreavi



PESONA DESAKU

Tepat diperingatinya **Hari Desa Nasional** pemerintah fokus dalam memberdayakan perekonomian dan sumber daya masyarakat desa.

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SAVE THE DATE

Semarang, 15 Januari 2020

Widya Mitra MT
Haryono Street
No. 360 Semarang

OUR SPEAKERS



Sweta Kartika
Founder Ragakusuma
Komik



Arief Yahya
Menteri Pariwisata



Anto Motulz
Creative Advisor
Kreavi

GO GET YOUR SEAT!

brand _ing

FOOD CULINARY

Pittung

Pitik Lodho Tulungagung

Pittung was born from the word Pitik in Javanese which means Chicken and Tulungagung which means one of the names of regions in East Java.

Pittung is a Tulungagung chicken dish with Lodho seasoning. This product offers authentic dishes with Javanese spices and spices and handmade.

The green primary color of the logo has an implied meaning like fresh from the oven. With some super-graphics that is highlighted from the formation of herbs and ingredients used to process the food, they can form a pretty good product image and attract the attention of consumers to buy the product.





branding

MURAL

Bakwan Glenmore

This time the branding was presented to the Bakwan Glenmore restaurant, which has just opened its second branch at Citraland Walk Surabaya.

Bakwan Glenmore wants to present the latest branding that targets the segment, in general, to feel at home when eating at the venue.

The media used as the attraction are murals located at 6 points, namely 3 on the top floor, 1 near the stairs, 1 on the bottom floor and 1 again on the windshield.



AT
Glenmore,
THE SECRET
INGREDIENTS
IS ALWAYS
L  VE

Best
meatballs
& PEE!
joy!

*Glenmore
Strategy*

- DEDICATED CHEF
- FINE INGREDIENTS
- HAPPY CUSTOMERS

photo graph̄y

CITY BRANDING

Pasuruan

So far, Pasuruan City is not a city that is one of the attractive tourist destinations. It can be concluded that it might be due to the lack of promotion of the potential of the area and the way the government tried to attract the interest of the people to visit not just as a transit city.

The city of Pasuruan is always famous for its distinctive characteristics with the word Islamic, but other things can be illustrated through the different places of worship that are quite diverse and open to people who want to visit.

With this photography promotion media, it is expected to attract the interest of the community and provide sufficient education that the City of Pasuruan has a variety of meanings and history that is long enough to be studied.





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