

CELINE SETIADI

UX + UI | CREATIVE TECH

celinesetiadi@gmail.com

studiosteady.com

EXPERIENCE

- 05/20 - Present **UX Designer - Playstudios Asia - Hong Kong**
- Principal UX designer on all Live Game operations on MyVegas, MGM's official slots casino game app with real O2O rewards.
 - Mapped and designed solutions for mobile monetisation, engagement and retention strategy.
 - Designed seasonal events aimed at enhancing core gameplay and create gamified and immersive purchase experiences.
- 05/18 - 01/20 **Digital Designer - Ogilvy & Mather - Hong Kong**
- Designed UI + UX & CX solutions across a wide scope of digital marketing platforms (web, mobile-first web apps, digital-driven physical activations, creative tech experiences, etc.)
 - Supported clients' digital transformation from concept to execution, using strategy, BI, and marketing insights to drive the final digital deliverable.
- 09/17 - 12/17 **Gallery Assistant - Carpenters Workshop Gallery - New York City, NY**
- Assisted in art logistics, administration, exhibition design, event, & client management at the leading gallery for design art worldwide.
- 05/17 - 08/17 **Product Designer - Ori HD - Evanston, IL**
- Led the design development of a smart air purifier product & the UX + UI of its interfacing app, creating a functional pitch prototype.
 - Supported product strategy and business positioning using design thinking techniques for start-ups.
- 09/16 - 05/17 **Sustainability Fellow - School of the Art Institute - Chicago, IL**
- Designed digital & print material promoting sustainable campus programs.
 - Launched a re-usable container initiative in all dining halls.
- 01/16 - 05/17 **Studio Assistant - Sullivan Fabrication Studio - Chicago, IL**
- Assisted in daily operations & wood shop / tool maintenance.
 - Provided model-making and fabrication support to students.

EDUCATION

- 2015 **School of the Art Institute of Chicago - Chicago, IL**
- 2017 Bachelor of Fine Art, Designed Objects emphasis
Presidential Scholarship recipient
- 2013 **Edinburgh College of Art - University of Edinburgh - Scotland, UK**
- 2015 Undergraduate Diploma of Higher Education (Associate of Arts)
History of Art & Fine Art

CORE COMPETENCE

UX design
UX strategy
UI design
Creative technology
CAD/CAM + Fabrication
Digital art direction
Ideation + Concepting
Information Architecture
Industrial design
HTML/CSS
Project management
Prototyping (digital)
Rapid prototyping (3D)
Storyboarding
User research
Visual / Graphic design

SOFTWARE

Figma
Fusion 360
Illustrator
Indesign
Overflow
Photoshop
Premiere
Principle
Protocie
Rhino
Sketch

LANGUAGES

English - Native
Bahasa Indonesia - Fluent
French - Conversational

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VOLUNTEER WORK

- 2019 **Connecting Myanmar - Volunteer Graphic Designer** - Hong Kong
- Designed print materials for a local org that uses art sales to sponsor scholarships for students along the Thai/Burma border.
- 2018 **350 Brooklyn - Volunteer Graphic Designer** - NYC, New York
- Created digital promotional and educational assets for social media platforms & 350brooklyn.org, a grassroots environmental org.

SELECTED PROJECTS

- 2017 **Objects for Protest: Contemporary Crowd Creation** - Panelist
Chicago Design Museum, Chicago, IL
- A panel discussion between artists and educators on global movements, protest creativity, & theories of activist objects.
- 2017 **The Tangible Technology Project - Social Practice Grantee**
School of the Art Institute of Chicago, Chicago, IL
- A social arts initiative developing tech toys and workshops for an afterschool program in a low-income Chicago neighborhood.
- 2017 **Milan Design Week - Whatnot Collection Exhibiting Designer**
Spazio Rosanna Orlandi, Milan, Italy
- Exhibited a limited run [glass urn](#) at the Salone del Mobile design fair in Milan. Partnered w/ West Supply, an artisan fabricator.
- 2016 **bLumen Growlight Pavilion - Project Member**
Homan Square, North Lawndale, Chicago, IL
- An architectural installation / urban farm community pavilion, created in collaboration with architects MAS Studio and artists Luftwerk.

OTHER SKILLS

Arts administration
Exhibition design
Furniture design
Illustration + Drawing
Painting + Sculpture
Public speaking
Sustainable practices
Woodworking

AREAS OF INTEREST

Art + design history
House music
Social media ethics
Social movement theory
Sustainability & Environmentalism
Tech philosophy