

LIDIA TERE CIA

Product Designer
lidiaterecia.com

Brisbane, Australia · 0402 021 709
lidiatereciaa@gmail.com

PROFESSIONAL SUMMARY

Product designer with four years of design experience, the last two focused on digital products and websites. Takes a project from research and wireframes through to high-fidelity screens, a working design system and clean developer handoff, and runs the client relationship at the same time. Has shipped work for clients in Australia, Singapore, Taiwan and Indonesia, including sites delivered in both English and Chinese. Four national design awards, two of them as team lead.

Focus: End-to-end product design · Design systems · Usability research · Responsive web

WORK EXPERIENCE

Product Designer, Freelance

August 2026 - September 2026

DataPlux, cross-border digital marketing agency, remote

- Redesigned the Home, Services and About pages, delivered for both the Chinese and the Australian sites.
- Owned the design direction and built the design system in Figma, so later pages could be produced quickly and stay consistent.
- Ran client feedback across two revision rounds, decided what to change and what to defend, and handed over files the external developer could build from.

Product Designer, Freelance

August 2024 - December 2025

Lately Pte. Ltd., software company, Singapore, remote

- Designed a file management product from first concept to the interface that shipped, including file versioning and sharing.
- Turned user interviews and research findings into simple screens, then tested the flows and reworked them before handover.
- Worked with product and engineering to decide what to build first and what to cut, based on user feedback and test results.

Web Designer, Remote

November 2023 - September 2025

Xue Sheng Co. Ltd. (學晟有限公司), study abroad consultancy, Taiwan

- Designed the full website, presenting study programs across five countries.
- Built responsive layouts and high-fidelity mockups that matched the brand and moved visitors towards an enquiry.
- Reworked the site structure and content order over repeated review rounds, which made the services easier to compare.

Graphic Designer, Remote

April 2022 - July 2024

ID Juice, beverage retail, Sintang and Solo, Indonesia

- Led design from concept to delivery for two store locations and kept one consistent brand look across both.
- Produced packaging, menu and campaign visuals for print and social media.

Graphic Designer, Freelance

November 2023 - January 2024

Original Color Center Automotive Workshop, Indonesia

- Created promotional and social media visuals that presented the workshop's services clearly to local customers.
- Worked with the owner on each concept and delivered every request on schedule.

Graphic Designer, Remote

September 2023 - November 2023

STMIK Pontianak, university, Indonesia

- Worked with lecturers and students to design materials for campus programs and events.
- Produced visual content that supported the institution's branding and internal communication.

Graphic Designer, In-house

January 2023 - August 2023

Konsep Media, creative agency, Indonesia

- Produced digital and print content for a roster of client brands, from brief through to final delivery.
- Ran several briefs at once and advised clients on the visual direction that suited their audience.

EDUCATION

Master of Design · Griffith University, Brisbane

In progress

Bachelor of Information Technology · STMIK Pontianak · GPA 3.98 / 4.00

August 2021 - November 2025

AWARDS

1st Place, Mobile App Design · Coris Indo National

August 2024

Best Design Solution, Mobile App Design · Proxo Indo

April 2024

3rd Place, Mobile App Design · Coris Indo National

August 2023

2nd Runner Up, Website Design · Coris Indo National

August 2023

SKILLS

Design: Figma, Adobe XD, Photoshop, Illustrator, Sketch

Research: User interviews, surveys, usability testing, heuristic evaluation, A/B testing

Delivery: Wireframes, prototypes, design systems, responsive web design, developer handoff, interface copy

Technical: HTML, CSS and JavaScript (working knowledge), Python and Excel for data analysis

Languages: English (professional working), Indonesian (native), Mandarin (HSK 3, elementary)