

Vivian Maretina

She/her.



I am a purpose-driven innovator who has a design skill set and passion that combines Design Thinking, Product Development, Entrepreneurship, Business Strategy, and Project Management. I experienced leading a design team end-to-end from strategy to design & implementation.

🌐 English (fluent), Deutsch (B1), Indonesian (native)

🌐 <https://vmaretina.wixsite.com/home>

✉️ vivian.maretina@gmail.com

RELEVANT WORK EXPERIENCES

Sr. Service Designer Consultant

HUME Design Consultancy

Jakarta, 1.-8.2023

- Confidently led a service design project and received 9 out of 10 satisfaction scores and successfully drove client's C-levels (>100 employees) to use the Service Blueprint which resulted 12-15% growth in 1 quarter;
- Consistently delivered high-level and/or detailed Customer Journey Maps and product reference to customers, enabling them to effectively implement service design ideas.
- Actively developed >10 workshop tools and led 4 workshops (design research, design strategy, service design, and design thinking) which has increased 75% retention in HUME's consulting services;

Brand Designer

PHYSEE Technologies BV. (smart building industry)

Delft, 3.2021-10.2022

- Created a design strategy and translate to UX & UI design for the website and released a new website which increased up to 14K viewers per month.
- Led a re-branding project for the product & services by promoting innovative, smart, sustainable, energy-efficient and healthy solutions & propositions, thus raised 22 clients engagements in a quarter;

Jr. Experience Designer Consultant

Mirum (by Wunderman Thompson)

Jakarta, 8.2018-3.2019

- Created the user journey, designed a service blueprint, and built the MVP & digital prototype (UX & UI);
- Conducted a human-centered design research to >30 participants including experts and 3rd party C-levels;
- Efficiently synthesised the qualitative and quantitative data into insights, persona, and design opportunities;
- Confidently facilitated co-creation process with clients to make an alignment within the design process.

Design freelancer/project based/internship

Various places (design consultancy, non-profit organisation, grants)

2016-present

- Successfully conducted a product research (Kohler Rivlet (Wudu All in one Station)) that awarded iFAward 2021.
- Developed an initiative projects (air pollution) and published in 2 Intl. symposiums and 2 design exhibitions in 2019.

EDUCATION

Master of Science - Strategic Product Design

Delft University of Technology (GPA 8/10)

the Netherlands, 9.2019-7.2021

- Received a full tuition fee & living cost from Justus & Louise van Effen Excellence Scholarship (€60K);
- Won two hackathons (YES!Delft Hackathon 2021 (€500) and 3rd Prize Smart Carrier Hackathon).

Bachelor of Arts - Product Design

Bandung Institute of Technology (GPA 3.72/4.00)

Indonesia, 8.2012-7.2016

- Awarded as the valedictorian (the highest GPA & actively participated in the student associations);
- Developed a product design as part of CASIO design project with Chiba University and presented at Casio HQ in Japan.

TOOLS

Figma, Adobe CC, MIRO, Notion, Slack, Confluence, JIRA, ZOHO, Hubspot, Webflow, LinkedIn business, Ms Teams, Rhinoceros.

SKILLS

Stakeholder management, facilitation, ideation, user & market research, business plan, trend mapping.

INTERESTS

Cooking, biking, hiking, yoga.

CURRENT EXTRACURRICULARS

ADPList.org - Mentor

In 2023, I have mentored junior designers from 4 countries for 1,300 minutes in total.

Deutsch intensive course

B1-B2 niveau.