

Riska Avi Amanda - User Experience Professional

Sydney, Australia | +61 426 377 370 | +62 877 7676 5326 | riskaaviamanda@gmail.com

Currently based in Sydney under an Australian student visa and available to be based in Indonesia from August 2026

PROFESSIONAL EXPERIENCE

Digital Content Producer | Part-time - University of Sydney (April 2026 - Present)

- Conduct interviews with early- and mid-career academic researchers to identify key themes, challenges, needs, and insights across different disciplines.
- Improve Researcher Development Hub content structure and usability, making information easier for academic and professional audiences to navigate and understand.

UX Writing Consultant - Accenture Song Indonesia (July 2023 - June 2024)

- Supported a large-scale digital banking transformation project for BNI's wondr app by improving customer journeys, product flows, and communication across web and mobile experiences.
- Built and implemented UX writing guidelines to support consistency, scalability, and user-centred decision-making across digital banking touchpoints.

UX Writer - Bibit and Stockbit (June 2021 - Mar 2023)

- Improved customer experience across fintech investment products by supporting onboarding, transaction, and engagement journeys through research-informed content and product decisions.
- Built and implemented UX writing guidelines covering tone of voice, accessibility, inclusion, and UI standards, supporting consistency and trust across key product features.

Marketing Communications - Shopee (March 2018 - May 2021)

- Developed customer-facing content for app, web, email, push notifications, and campaign journeys, supporting clear communication across high-volume e-commerce touchpoints.
- Researched campaign trends, user behaviour, and market context to improve messaging relevance, engagement, and consistency across digital channels.

EDUCATION

University of Sydney, Master's Candidate in Digital Communication and Culture (2025-present)

University of Indonesia, Bachelor of Humanities - English Literature (2014-2018)

OTHERS

Languages: Indonesian (Native), English (Fluent)

Tools: Figma, FigJam, Maze, POEditor, Mailchimp, Confluence

Relevant activities: Member of Content Design Hub Sydney, a content design organisation; member of Sydney University Experience Design Society.