

Riska Avi Amanda - User Experience Professional

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Portfolio link: <http://riskaaviamanda.com>

PROFESSIONAL EXPERIENCE

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

- Conducted interviews with early- and mid-career academic researchers to identify key themes, challenges, needs, and insights across different disciplines.
- Improved 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 pre-launch UX writing for **wondr by BNI**, an award-winning digital banking app for one of Indonesia's largest banks, which later reached **2M+ downloads within 1.5 months of launch** and won the **iF Design Award 2025**.
- Built UX writing guidelines from scratch, defining content principles, terminology, tone of voice, and UI copy standards to support consistency and scalability across digital banking touchpoints.

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

- Created and improved UX content across mutual fund, SBN (Indonesian government security bonds), stock, e-IPO, career site, and early-stage crypto experiences during **Bibit's US\$80M+ funding round** and appointment as a Ministry of Finance SBN distribution partner.
- Built and implemented UX writing guidelines covering terminology, tone of voice, accessibility, inclusion, and UI copy standards to improve consistency, clarity, and trust across product and marketing touchpoints.

Marketing Communications - Shopee (March 2018 - May 2021)

- Developed customer-facing content for app, web, email, push notifications, and campaign journeys during Shopee's high-growth period, including 11.11 Big Sale 2018, when Shopee Indonesia recorded **11M+ transactions**.
- Researched campaign trends, user behavior, and market context to improve messaging relevance and consistency across high-volume e-commerce touchpoints, as Shopee scaled across Southeast Asia and reached **2.8B orders in 2020**.

EDUCATION

University of Sydney, Master of Digital Communication and Culture (2025-2026)

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

OTHERS

Languages: Indonesian (Native), English (Fluent)

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

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