

# AINNOUN KORNITA

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## Researcher and UX Designer

August 2021 – Current

### Indonesian Ministry of Tourism and Creative Economy - Indonesia

1. Conducted various research related to tourism development in Indonesia including ICT Readiness and tourism behaviours to generate insights and strategies that eventually been implemented to support public policy decision-making in the tourism sector.
2. Initiated and performed product design evaluation on the tourism mobile app:
  - Led to a 10% increase in brand awareness and increased the mobile app downloads by 5%;
  - Expanded collaboration with internal researchers to produce in-depth and quality research, especially in the data interpretation and analysis;
  - Strengthen existing collaboration with local government and digital marketing departments to implement research recommendations and execute research-based decision.

## Customer Support - Internship

March – December 2020

### Indonesian Trade Promotion Center – Sydney, Australia

1. Handled complaints to improve customer's inquiries and escalated customers to the appropriate internal teams if it is beyond the scope;
2. Minimize waiting time for stakeholders regarding inquiries by providing accurate and comprehensive information;
3. Accelerated customer outreach through social media which resulted in user online engagement 30% by providing informative and interactive contents;

## Graduate Research Project

June - November 2020

### University of Technology, Sydney - Australia

1. Undertook research to evaluate the design of a tangible device to support self-reflection at home and measured user experience and interaction to test the hypothesis of whether the device supports self-reflection or not;
2. Examined the findings that enable designers to uncover design issues and its potential functions of the device.

## UI Designer – Freelance (Remote)

March – April 2020

### AGSMART Pty Ltd – Melbourne, Australia

1. Redesigned the user interface of FarmSmart app particularly for mobile and iPad platforms to be easily used and operated by dairy farmers to keep farm records by simplifying the design and process;
2. Collaborated effectively with a product manager in the design process to address the complicated features.

## Editorial Designer and Content Creator

January 2011 – 30 December 2018

### Indonesian Ministry of Tourism and Creative Economy - Indonesia

1. Initiated and created quarterly bulletin as a mean to communicate among tourism stakeholders by implementing design principles and standards in creating the contents and layout design;
2. Increased the bulletin production by 90% copies in the second year through actively promoting via social media and email to reach out tourism stakeholders;
3. Prepared and ensured reliable and up-to-date content in the bulletin to maintain quality and increase subscribers;
4. Improved productivity within internal team to discuss upcoming topics and issues by setting up transparent communication channels and guidance as well as collaborative working.

## Master of Interaction Design

2019 - 2020

University of Technology, Sydney – Australia

## Awards

Australia Awards Scholarships

2018

## Publications

1. Harnessing Advanced Technology to Enhance Tourism Experience in Indonesia (**published at February 2023**)
  - The Conversation, Australia
  - UTS official Website
2. Quarterly bulletin – Tourism Development in Indonesia (**2016 – 2017**)
  - Distributed to the tourism governments and tourism stakeholders