



# TRI PRATIWI HANDAYANI

tri.p.handayani@gmail.com

[www.triphandayani.com](http://www.triphandayani.com)

## EXPERIENCE

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### Work Experience

Interior Design Lecturer (by contract), [LaSalle College](#) Jakarta. Jun 2019 - Present

- Speaker for [HDII](#) Online Seminar for professionals with “Color Theory in Interior Design” topic.
- Speaker for [Ciputra University Surabaya](#), Project Management Seminar with “Time, Fast and Focus” topic.

Strategic Designer & Interior Designer, freelance, Jakarta. Apr 2020 - Present

- Created **employer branding** proposal for [Royal HaskoningDHV](#) Jakarta by focusing on **employee experience**.
- Developed **new product innovation** in a team of 3 for Jobin based on its’ brand strategy and identity.
- Designed FF&E for Driyah Gate Hotel in Saudi Arabia with a team of 3, in affiliation with [Fusion Interior Group](#) London and [Zaha Hadid Architect](#).
- Lead Interior Design team of [PDW Architect](#) for Marriott Hotel Manado.

Principal Designer (Interior Design), [SHS & Associates](#) Jakarta. Jul 2019 - Mar 2020

- Succeed at least 5 hospitality projects by managing a design team of 12.
- Launched [The Songket Boutique](#) brand as part of SHS Living brand by building its’ **business strategy**.

Research Assistant, remote part-time work for [Dr. Maria Sääksjärvi](#) Dec 2017 - Feb 2019

- Developed questionnaires to evaluate various **product research** (ex. Communication tool ideas for children with cancer, urinal ideas for Dyson, etc.).
- Developed questionnaires to investigate various **research studies** (ex. Meaningful product, emotional state and its relation with creativity process, etc.).
- Created various **questionnaires** flow using Qualtrics.

Strategic Designer & Interior Designer, freelance, Jakarta. Jun 2017 - Jul 2019

- Developed **brand identity** for [Synchro](#) (a start-up IT company) and incorporate it in their office design by building their **brand story** and **brand positioning**.
- Investigated public perception of Synchro’s logo proposal by measuring its’ preferred values through **a survey**.

Interior Design Lecturer, [ITSB](#), Cikarang. Sept 2017 - Aug 2018

Interior Designer, [FG Stijl](#), Amsterdam. Sept 2016 - Nov 2016

Design Specialist (Interior Design Department), [PAi Design](#), Jakarta. Apr 2010 - Dec 2013

Junior Interior Designer, [Grahacipta Hadiprana](#), Jakarta. Aug 2008 - Mar 2010

## EDUCATION

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Master of Strategic Product Design, [TU Delft](#), The Netherlands (GPA: 7,7 / 10) Feb. 2014 - March 2016

Bachelor of interior Design, [ITB](#), Indonesia (GPA: 3,71 / 4,00 Graduated with Cum Laude) Sept. 2004 - Aug 2008

## SKILLS

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Languages: Bahasa Indonesia as mother tongue, Proficient in English, learning Dutch.

Softwares: Intermediate skill on SPSS, Qualtrics and Atlas.ti; Proficient in AutoCAD, Sketch-up, InDesign, Photoshop.

## Educational Experience

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Thesis project, Strategic Product Design program, TU Delft Nov 2015 - Mar 2016

- Title : Enhancing Quality of Life (QOL) Through Self-Determination Theory: Flourishing Intrinsic motivation of people with low objective factor of QOL in pursuing better employment. Grade: 8,5/10.
- Determined and analyzed problem by conducting *field study, contextual inquiry*, including *generative session*, using *human-centered design* approach.
- Examined research proposition by giving the user manipulated tools and conducted *user research* with *qualitative method (in-depth interview)* and analyze it using Atlas.ti

Joint Master Program in a group of 4, TU Delft. Jan 2015 - Jul 2015

- Conducted *end to end product research* and development to help Masarang (NGO) to help Dayak people (a tribe in Borneo) to cultivate their forest resources and conserve it against the mono-culture of palm oil plantation.
- Empathized with the locals and analyzed problem through *ethnography* study, field study and *context mapping*.
- Determined final product through *participatory workshop*.
- Created Sadaya Soap, developed *business plan* and *business case* for the product, including its' *value proposition, market research, pricing* and *marketing mix*.
- Succeed launching Sadaya in Netherlands' market by building *full road map of business solution* of the product.

Research study, TU Delft. Feb 2014 - Nov 2015

- Determined product insights, shortcoming and future strategy for "Water Twirler" in a group of 5 by conducting *usability study* with *focus group*.
- Studied whether customization and outcome availability in hobby assembly product can slow down hedonic adaptation by conducting *quantitative research*, set-up 2x2 mixed ANOVA experiment and analyzing the data using SPSS. Work in a group of 2.
- *Prototyping for Interaction and participation* to ease doctor - patient communication in orthopedic operation.

## AWARDS

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*Granted fund* for Joint Master Program Project with a group of 5 from Rinny Huizinga Stichting Funding 2015 based on project excellence and potential.

Won *first prize* with a group of 2 for Urban Water Rebels Competition; Singapore Netherlands Water Challenge 2014/2015 with Think Forgotten Water based on project attractiveness and excellence.

Selected as one of the awardee of full International *Master Scholarship* for 2 years from Indonesia Endowment Fund for Education based on leadership and academic success.

Awarded *Bachelor Scholarship* for 3 years from Tanoto Foundation based on academic success.

Selected as the only student representative from Interior Design Program at ITB based on academic success to attend WING 2007 in Busan, Korea and won the *Best Group Award* based on outstanding group performance and result.

## INTERESTS

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Circular economy in the built environment / Social entrepreneurship / Human psychology and behavior.  
Traveling / Indoor gardening / Painting / Yoga.