

Product Designer / Design Engineer with 5+ years of experience designing digital products across SaaS, operations, and Web3. Skilled in UX research, interaction design, design systems, and design-to-code workflows, with experience shaping AI-assisted and content-rich product experiences from discovery to implementation

Experience

SENIOR UI/UX DESIGNER

Native Productions • April 2024 – Now

Remote / Bali, Indonesia

- Lead UX and UI design for a disaster recovery planning product, supporting the full design process from discovery and research to implementation.
- Designed and improved a SaaS platform for managing US solar systems, aligning product workflows with the broader company ecosystem.
- Delivered client-facing applications and websites across Web2 and Web3 projects in collaboration with cross-functional teams.

PRODUCT DESIGNER

Jinom • September 2023 – April 2024

Bali, Indonesia

- Led product design work across the design thinking process, from research and problem framing to usability testing.
- Directed UX research and interface design for an ISP marketplace platform, using insights to improve product decisions and user experience.
- Helped research and implement a financial and operations system that streamlined internal workflows and improved team efficiency.

PRODUCT DESIGNER

Airdrop Technologies • Sep 2022 – Jan 2023

Remote / Singapore

- Built a design system to support consistency across multiple company products.
- Designed and collaborated across three Web3-related projects with cross-functional teams.
- Conducted UX research and supported design workflow improvements across multiple initiatives.

UI/UX DESIGNER

Tiga Token Digital • May 2021 – August 2022

Bali, Indonesia

- Designed 6+ Web3 products, including an NFT marketplace, crypto wallet extension, exchange, staking platform, and launchpad.
- Managed the end-to-end design process as the sole designer, from concept development to final interface delivery.
- Built landing pages and created supporting visual assets for product launches, events, and social content.

Education

ITB Stikom Bali
(B.IT) Information System. GPA: 3.48
Sep 2019 – Jun 2023

Skills

UX	UI	Artificial Intelligence
Design Thinking	Interaction Design	Prompt Design
User Research	Design System/Token	AI Research Synthesis
Heuristic Evaluation	Animation	Retrieval-Based UX
Usability Testing	Accessibility	AI Prototyping

Delivery & Collaboration

Collaboration
Product Thinking
Design to Code
Cross Functional Collaboration

Tools

Design: Figma, Figma Make, Lottie, Stitch, Excalidraw, Affinity
Research & Testing: Maze, Hotjar, Google Analytics, Lyssna
AI and Builder: Claude Code, Framer, Pencil.dev, Paper.design