Albertus Gagas Pradana Dian Nugraha

Product Designer

Jakarta, Indonesia · +62 822-4702-6336 · pradanaalbertus@gmail.com · bit.ly/Portfolio_Albertus · LinkedIn

Product Designer with 5+ years of experience specializing in enterprise UX, information architecture, and design systems for high-scale, data-driven environments. Experienced across banking, fintech, healthtech, and SaaS, I focus on transforming complex workflows into intuitive systems that enhance decision accuracy, compliance, and efficiency. Skilled at bridging design, research, and engineering to deliver scalable digital products that improve performance and trust.

Key strengths:

- **Enterprise UX:** Translate complex business logic and regulatory frameworks into usable digital workflows.
- **Information Architecture:** Simplify dense processes through structured, goal-driven hierarchies.
- **Design Systems:** Build component libraries and token standards to ensure design scalability and speed.
- **Usability & Testing:** Validate designs via field testing & iterative user feedback to improve task success rates.

PROFESSIONAL EXPERIENCE

Product Designer, Bank Rakyat Indonesia *(Dec 2023 - present)*   *Jakarta, Indonesia*

- **Designed digital transformation for BRISpot**, a nationwide lending system supporting 27K+ officers, by redesigning end-to-end loan workflows that accelerated decision speed and reduced manual errors through clear IA and progressive disclosure patterns.
- Established and scaled a **Design System** deployed across three loan product lines, **reducing design fragmentation and accelerating multi-product delivery**.
- Collaborated with engineering & compliance teams to **operationalize banking regulatory through UX patterns,** enabling transparent, audit-ready experiences that balanced legal compliance with human-centered usability.
- **Conduct usability testing and in-field validations with officers**, translating behavioral insights into interaction refinements that **boosted digital adoption and improved on-ground productivity**.

UI/UX Designer, imuni *(Jan 2022 - Nov 2023)* *Link to project*   *Jakarta, Indonesia*

- Spearheaded the design of the **imuni Digital Platform** from 0, unifying mobile, operations, and admin systems into one automated ecosystem handling **80% real-time order processing.**
- Built a **scalable Design System** with component standards, accessibility foundations, and responsive typography, **accelerating design-to-development delivery and ensuring cross-team consistency**.
- Designed **executive analytics dashboards** that consolidated operational data into actionable insights, enabling C-level leaders to conduct rapid daily monitoring and data-driven decisions across business units.

UI/UX Designer Freelance, PAZEL Group *(Jan - Apr 2021)* *Link to project*   *Yogyakarta, Indonesia*

- Led the design of **Pazel Cloud**, a POS and management system that streamlined menu, order, and inventory management for a cloud-kitchen ecosystem.
- Implemented **real-time tracking and analytics** to eliminate redundant manual entries, cutting administrative workload and improving coordination between kitchen staff and administrators.

SKILLS

Product & Strategic: Product strategy & roadmap alignment · problem framing & prioritization · journey mapping based on business logic · outcome-driven iteration

Experience & Systems Design: Information architecture & flow design · wireframing · interaction & visual design · prototyping · responsive design · design system with design token · data visualization within dashboard

Collaboration: Cross-functional collaboration · stakeholder communication · process documentation

Technical & Research Fluency: UX research planning & synthesis · understanding dev constraints · design-to-dev handoff

Tools: Figma · Adobe XD · Adobe Illustrator · Maze · Whimsical · Figjam · Notion · Confluence · Framer

EDUCATION

Universitas Gadjah Mada *(B.Eng in Information Engineering, GPA 3.37, 2017-2021)*   *Yogyakarta, Indonesia*

- Organizations/Awards: KMTETI FT UGM · Finalist of Arkavidia 5.0's Technovation

COURSES

NAP Learn *(Product-Design Cycle)*   *2023*

Synrgy ACADEMY Batch 3 *(UI/UX Research & Design Class)*   *2021*