

Albertus Gagas Pradana Dian Nugraha

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Experienced product designer with 5+ years of experience creating scalable, compliant, and user-centered digital platforms. I focus on information architecture, design systems, and usability testing to deliver solutions that improve efficiency, consistency, and decision-making in complex environments.

Key strengths:

- **IA & Data Prioritization:** Simplify complex workflows into task-focused structures to improve clarity.
- **Enterprise UX:** Merge compliance with usability in complex banking/fintech apps.
- **Data Visualization:** Turn complex datasets into insights that drive faster, more accurate decisions.
- **Design Systems:** Build scalable systems and tokens that standardize design and speed up delivery.
- **Usability Design:** Create intuitive flows tested with users to enhance efficiency and confidence.

WORKING EXPERIENCES

Product Designer

BRI • Dec 2023 - present • Jakarta, Indonesia (on-site)

At **Bank Rakyat Indonesia/BRI** (Indonesia's largest state-owned bank and a leader in micro-financing inclusion), I help shape and improve BRISpot (the bank's enterprise platform) on micro-segmentation loans. My work focuses on scalability, compliance, and usability across complex loan workflows, ensuring that digital tools empower both officers and borrowers efficiently.

- **Design System:** Developed and scaled BRISpot's internal Design System, aligning cross-segment loans under a unified interaction model and improving collaboration between Design and Engineering.
- **Complex Workflow Design:** Partnered with Product Owners and Business Development teams to convert complex financial and regulatory frameworks into intuitive, actionable user flows that enhance decision accuracy and reduce friction.
- **User Validation:** Worked closely with the Research team to conduct usability testing and in-field validation, ensuring that design outcomes are informed by real user needs and operational constraints.

UI/UX Designer

imuni • Jan 2023 - Nov 2023 • Jakarta, Indonesia (on-site)

At **imuni**, Indonesia's leading provider of home-service and corporate vaccination solutions, I contributed to the company's digital transformation through the design of scalable, data-driven systems.

- **Digital Platform:** Designed and launched the **imuni Digital System** from 0-1, an integrated mobile and back-office platform that automated key operations and enabled the team to handle up to **80% of vaccination orders in real time**.
- **Design System:** Spearheaded the creation of **imuni's Design System**, defining visual language through reusable components, typography, and interaction patterns to ensure brand consistency and accelerated design-to-development handoff.
- **Marketing Experience:** Partnered with the Marketing team to design and deliver dynamic, high-converting **marketing websites**, elevating brand visibility and customer engagement.
- **Data Visualization:** Improved decision-making efficiency by simplifying data complexity through **custom analytics dashboards**, providing real-time business insights to management.

UI Designer Intern

BuildWith Angga • Sep - Dec 2021 • Indonesia (remote)

At **BuildWith Angga**, an EdTech startup offering IT-specialized learning programs in design and development, I improved the **course platform experience** by addressing user pain points and optimizing key learning flows. My redesign of the **course dashboard** led to a more intuitive and engaging student experience.

Additionally, I developed a series of **UI kits and builder templates** for **GetShayna (formerly Elements by BWA)**, extending the company's ecosystem of reusable design assets and accelerating learner productivity.

UI/UX Designer Freelance

PAZEL Group • Jan - Apr 2021 • Yogyakarta, Indonesia

As a UI/UX Design Freelance for **PAZEL Group**, a cloud kitchen brand serving customers exclusively through dine-in and online delivery, I led the end-to-end design of **Pazel Cloud**, a custom POS platform built to streamline order processing, inventory control, and sales tracking. The system became a central operational hub, improving efficiency and decision-making across the business.

UI/UX Designer Intern

Jakpat • Jul - Oct 2020 • Yogyakarta, Indonesia

At Jakpat, Indonesia's leading market research platform, I gained hands-on experience improving both product experience and marketing interfaces. I contributed to enhancing the **authentication flow** for smoother user access, participated in the **revamp of the company's landing page**, and collaborated closely with developers, PMs, and fellow designers through weekly ideation sessions – an experience that strengthened my understanding of end-to-end product design processes.

SKILLS

Design Process

- Information architecture
- User flow
- Problem solving & ideations
- Storyboarding
- User research
- Usability testing

Design Output

- Design system
- Prototyping
- Website & landing page design
- Mobile app design
- Dashboard design
- Wireframing

Tools

- Figma
- Adobe XD & Illustrator
- Framer
- Maze
- WordPress
- Webflow

EDUCATION

Universitas Gadjah Mada
2017 - 2021

Information Engineering, GPA: 3.37.

COURSES

NAP Learn
2023

Product-Design Cycle - Cohort 1.

Synrgy ACADEMY Batch 3
2021

UI/UX Research & Design Class.