

Albertus Gagas Pradana Dian Nugraha

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Product Designer with 5+ years of experience crafting scalable, data-driven, and compliant enterprise products. I specialize in information architecture, design systems, and transforming complex workflows into intuitive interfaces that enhance decision accuracy, consistency, and business performance. Experienced across banking, fintech, health tech, and SaaS, I bridge design, research, and engineering to deliver systems that scale.

Key strengths:

- **Enterprise UX:** Align complex business rules and compliance with usable digital flows.
- **IA & Data Prioritization:** Simplify dense workflows into focused, actionable structures.
- **Design Systems:** Build component libraries and tokens that standardize design and accelerate delivery.
- **Data Visualization:** Translate complex datasets into clear, decision-oriented insights.
- **Usability Design:** Conduct testing and iteration cycles that enhance task efficiency and user confidence.

PROFESSIONAL EXPERIENCE

Product Designer

BRI • Dec 2023 - present • Jakarta, Indonesia

BRI is Indonesia's largest state-owned bank and a leader in micro-financing with 120M+ customers.

- Led **multiple digital transformation initiatives** for BRISpot, an enterprise lending platform used by **over 27,000 field officers nationwide**.
- Designed scalable loan workflows that improved decision speed and reduced manual errors through **clear user flows and progressive disclosure patterns**.
- **Developed and implemented a unified Design System**, aligning micro-, consumer-, and SME-loan products under one interaction model, reducing design-to-dev handoff time by 30%.
- Partnered cross-functionally with Product, Engineering, and Business units to translate regulatory frameworks into intuitive product flows, balancing compliance and usability.
- Conducted **usability testing and in-field validations** with field officers, leading to measurable improvements in task completion rates and digital adoption.

UI/UX Designer

imuni • Jan 2023 - Nov 2023 • Jakarta, Indonesia

Healthtech startup providing home-service and corporate vaccination management.

- Designed and launched **imuni Digital Platform** from 0-1, integrating mobile and back-office systems that enabled **80% real-time automation of vaccination orders**.
- Built a reusable **Design System** defining component patterns, accessibility standards, and typography, accelerating design delivery by 40%.
- Improved operational decision-making by designing **custom analytics dashboards** used daily by management for data-driven planning.
- Collaborated with Marketing and Tech teams to launch high-converting websites that increased online engagement and brand consistency.

UI Designer Intern

BuildWith Angga • Sep - Dec 2021 • Remote

EdTech platform providing digital-skills learning programs to 200K+ learners.

- Redesigned the **course dashboard**, improving navigation and engagement metrics.
- Created reusable **UI kits and templates** for the GetShayna platform, standardizing design quality across student projects.

UI/UX Designer Freelance

PAZEL Group • Jan - Apr 2021 • Yogyakarta, Indonesia

Market research platform used by businesses and agencies across Indonesia.

- Improved the **authentication flow** for faster and smoother access.
- Collaborated in a **landing page revamp project**, boosting engagement through clearer IA and storytelling.
- Worked closely with developers and PMs in weekly design critiques, sharpening end-to-end product collaboration skills.

UI/UX Designer Intern

Jakpat • Jul - Oct 2020 • Yogyakarta, Indonesia

Market research platform used by businesses and agencies across Indonesia.

- Improved the **authentication flow** for faster and smoother access.
- Collaborated in a **landing page revamp project**, boosting engagement through clearer IA and storytelling.
- Worked closely with developers and PMs in weekly design critiques, sharpening end-to-end product collaboration skills.

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 (B.Eng.)

Information Engineering (GPA 3.37)

COURSES

NAP Learn

2023

Product-Design Cycle - Cohort 1.

Synrgy ACADEMY Batch 3

2021

UI/UX Research & Design Class.