Akmal Irfan Maulana

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Professional Experience

Marulab / Self-employed game app development team   Indonesia
Digital Product Designer   January 2024 – Present
• Led user research by analyzing potential product market trends through exploratory and data-driven methods.
• Developed a product design system using the design thinking process.
• Designed low and high-fidelity mockups in Figma.
• Implemented UI logic and enhanced visual quality in line with product design and player experience using Unreal Engine 5.
• Streamlined project tracking and management through Notion and Trello.
• Facilitated internal team meetings for product feature development.

Agate / Indonesia's professional game development company (50+ games with 200+ clients worldwide)   Indonesia
Digital Product Designer   June 2023 – Sept 2023
• Achieved MVP by ensuring product design deliverables and outcomes within 4-sprint.
• Led team of 4 on design strategies for Zepeto Intern product by maintaining increment value through product design refinement session, 1:1s, sharing sessions, and performance review.
• Improved Zepeto product features to increase user play session and long-term retention by 20% for 150.000 users using Notion, Figma, and Machinations.
• Improved 20 high fidelity user interface screen using figma and user-centered design approach within 2-sprint.
• Assisted product owner in implementing agile metrics, maintaining the product backlog, prioritizing user stories, acceptance criteria, and definition of done to meet business objectives through value-based decision making.

Statistics Indonesia / Non-departmental government institute for conducting statistical surveys   Indonesia
Digital Product Designer   Oct 2022 – Dec 2022
• Led a team of 3 to support Statistics Indonesia in crafting agriculture census educational gamification app using Unreal Engine 5.
• Improved product UI/UX using Design Thinking approach and Figma. Achieved 80.33 usability test score.
• Grew product optimization by 32% by analyzing product efficiency through product performance testing.
• Resolved technical impediments by identifying and facilitating potential solutions through documentation research to the team.

Agate Academy / Game development education company owned by Agate   Indonesia
Digital Product Designer   Aug 2021 – Jan 2022
• Drove collaboration in the development process by updating design documents in 10 team-size projects. Oversaw data-driven design decisions within the production stage.
• Developed 4 diverse gameplay designs by analyzing user behavior and product USP.
• Conducted analysis survey of target market and user persona with product manager to significantly improve product Unique Selling Point up to 25%.
• Ensured product deliverables with programmers through playable prototype by conducting sharing sessions, playtesting, and monitoring design implementation.

Mentoringg.id / Start-up focusing on educational learning platform for high school student   Indonesia
Web Developer Intern   Aug 2021 – Dec 2021
• Collaborated in the development of the mentoringg.id educational platform, contributing to a 20% increase in user engagement within the first three months.
• Translated Figma designs into responsive Flutter code, ensuring a seamless transition that reduced development time by 15%.
• Led usability testing sessions, identifying and addressing UX design flaws, resulting in a 25% improvement in user satisfaction.
• Worked closely with the product manager and design team to refine the user interface, applying HCI principles that enhanced the overall user experience and increased the platform's usability score by 30%.

Education

Diponegoro University
B. Eng in Computer Engineering   Aug 2019 - Dec 2023
GPA 3.79 / 4.00

Projects & Achievements

Zepeto BFF Signal | Multiplayer Social Dating Game app in Zepeto Platform (486K total visits)
BPS Agri | Digital education games for Indonesia Agriculture Census Program in Android Platform
Plantastic Defense | 3D Tower Defense based on SDG's environmental issues to support G20 program
Top 11 Tencent Youth Game Designer Challenge 2023 China, Honorable Mention GameXcellence Awards 2023 Australia, Game Jam Plus 2022/2023 Finalist Sao Paulo Brazil

Skills: Agile Methodology, Scrum, SDLC, Atlassian Stack, Lean Thinking, User Stories, User Experience Design, BPMN, RCA, Product Management, Design Thinking, Usability Testing ,Figma, Miro, Unreal Engine, Machinations

Certification: Fundamental of Game Design, Fundamental of Project Management, Scrum Fundamentals Certified (SFC), Scrum Foundation Professional Certificate (SFPC), Agile Scrum Master(ASM®), Agile Certified Practitioner (PMI-ACP)®, Six Sigma Yellow Belt (SSYB), TestRail Test Case Management Tools, Alibaba Cloud Certified Associate (ACA - Cloud Computing)