

Deni Dwi Arta

Resume

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About Me

I specialize in building impactful fintech products by utilizing agile methodologies, rapid UI prototyping, and efficient business processes. With a focus on SaaS and financial technology, I create user-centered solutions that drive growth and enhance user engagement.

Experience

Product Owner at SHAFIQ.ID

Feb 2023 — Present

Responsibilities:

- Define and prioritize product features to align with strategic goals, ensuring they meet business objectives and user needs.
- Manage product backlogs and coordinate with the development team for efficient, timely delivery.
- Continuously enhance the UI to improve usability and engagement.
- Optimize processes to align business operations with industry standards and user expectations.

Key Contributions:

- Contributed to SHAFIQ becoming Indonesia's largest Securities Crowdfunding platform, accounting for 33.5% of total SCF funds in 2023.
- Simplified user acquisition and streamlined the investment process, improving platform accessibility and engagement.
- Ensured investor data security and compliance with OJK regulations.
- Supported product growth, helping expand the active investor base to 42.4K within two years.

Product Designer at SHAFIQ.ID

May 2022 — Feb 2023

Responsibilities:

- Designed intuitive interfaces and optimized user experiences for SHAFIQ's crowdfunding platform.
- Collaborated with cross-functional teams to align design solutions with business goals.
- Created wireframes, prototypes, and high-fidelity designs, iterating based on user feedback.
- Led design sprints and ensured seamless handoff with developers for implementation.

Key Contributions:

- Improved user engagement with an intuitive and efficient platform interface.
- Contributed to redesigning key user flows, reducing friction for investors and issuers.
- Played a key role in increasing user retention and SHAFIQ becoming Indonesia's largest securities crowdfunding platform.

Product Design at Fanattics Technology

Mar 2020 — May 2022

Responsibilities:

- Design Information Architecture: Developed intuitive structures for supply chain and finance tech applications, aligning with user needs and business goals.
- Collaborate: Worked closely with UX/UI designers, product managers, and developers to ensure seamless user experiences across complex systems.
- Content Organization: Structured and organized content for easy navigation, improving usability in both financial and logistical processes.
- Wireframing & Prototyping: Created wireframes and sitemaps to visualize content flow and enhance system navigation.
- Usability Testing: Conducted testing to gather feedback and iterated designs to improve user experience.
- Documentation: Maintained clear documentation to ensure design consistency across projects.

Key Contributions:

- Implemented efficient information architecture for complex platforms, significantly enhancing usability.
- Improved content structure and navigation, streamlining user journeys.
- Collaborated with cross-functional teams to create scalable, user-focused systems.

Project Based Experience

Product Design for Rakamin Academy

Jul 2021

Led design improvements at Rakamin Academy, enhancing user experience through intuitive learning paths, student engagement, and collaboration with the career coaching team to refine progress tracking and support features.

Product Design & Research for Dattabot.io

April 2020

Led the digital transformation of a slaughterhouse with IoT devices for real-time monitoring, a workflow dashboard, and process improvements to enhance halal certification and ensure regulatory compliance.

UI/UX Design Facilitator for Purwhadhika Startup School

Nov 2019

Taught UX design courses, mentored students on portfolios and careers, and standardized curriculum while integrating industry trends for a cohesive learning experience.

Education

Universitas Indonesia — (2014-2019)

B.A of English Literature

Activities

- Board Member - Student Legislative Council
- Head of Film and Cinematography Community - Lensa Massa
- Stage Actor - Teater Sastra
- Media & PR - Teater Sastra

Skillsets

Knowledge

Agile Methodology
Sprints
Enterprise Design Pattern
Design System Management
Agile Development
Design Thinking

Tool-of-trade

Figma
Prototipe
Framer
Miro / Lucid
Notion / Jira /
Confluence