

# W. Akbar Putra N

## Wildan Akbar Putra Nugraha

**A Multinational Digital Product Designer with 9+ years of experience**

A Multinational Digital Product Designer with 9+ years of experience in UX/UI design, Brand design, UI engineer, Frontend web development and Design leadership. Skilled in translating insights into impactful solutions, crafting user-first solutions, creating intuitive design, accessible interfaces, leading teams, and scaling design systems.

**Portfolio:**

[akbarputra.vercel.app](https://akbarputra.vercel.app)

**Linkedin:**

[linkedin.com/in/akbarputra37/](https://linkedin.com/in/akbarputra37/)

**Email:**

[akbarputra.thedev.id@gmail.com](mailto:akbarputra.thedev.id@gmail.com)

## EXPERIENCE:

**UI/UX Designer Freelancer**

**Aug 2018 - Present**

(at many platform) — Central Java, Indonesia (Remote)

- Collaborate closely with clients to gather requirements, present design concepts, and refine solutions based on feedback.
- Translate business objectives and user insights into data-informed UX/UI decisions that improve usability, engagement, and product effectiveness.
- Manage multiple design projects simultaneously, ensuring timely delivery and adherence to project specifications.
- Design intuitive and engaging user interfaces aligned with user needs and business goals.
- Create wireframes, mockups, and interactive prototypes that address both visual and functional requirements.
- Enhance and optimize existing websites and applications for individual and corporate clients with a strong user-centered approach.
- Iterate designs based on user feedback, usability testing, and stakeholder input to continuously improve outcomes.
- Communicate clearly with clients to set expectations, provide progress updates, and align on deliverables.
- Collaborate effectively with developers, applying programming knowledge to ensure accurate and high-quality implementation.

**Brand Designer Freelancer****Oct 2018 - Present**

(at many platform) — Central Java, Indonesia (Remote)

- Collaborate closely with clients to understand brand vision, business objectives, and target audiences, translating insights into cohesive brand solutions.
- Develop and present brand concepts, visual directions, and scalable identity systems aligned with strategic goals.
- Manage multiple branding projects simultaneously, ensuring timely delivery and consistent quality across all brand touchpoints.
- Design and enhance brand identities for individual and corporate clients, ensuring strong positioning, differentiation, and visual clarity.
- Create comprehensive brand assets including logos, color systems, typography, brand guidelines, and marketing collateral.
- Maintain visual consistency across digital and print materials to strengthen brand recognition and perception.
- Iterate on brand designs based on stakeholder feedback, market research, and usability considerations.
- Communicate effectively with clients to set expectations, provide progress updates, and align creative decisions with business outcomes.
- Collaborate smoothly with developers and marketers, applying strong design principles and technical awareness.

**Product Design Lead - Xenus CRM Management, Batam (Remote)****May 2024 - Feb 2025**

(Xenus CRM Management Company) — Batam, Indonesia (Remote)

- Led the improvement and development of a SaaS CRM management product for a startup, aligning product experience with business objectives and market needs.
- Translated founders' vision and business direction into a clear product and UX strategy tailored to target users.
- Partnered with founders to restructure the organization from a two-developer team into three core divisions: Business, Product Design, and Development.
- Served as Product Manager, converting business goals into structured product requirements and actionable design solutions for the engineering team.
- Acted as the primary communication bridge between founders, designers, and developers to ensure alignment across strategy, design, and execution.
- Collaborated closely with engineering, product, and business stakeholders to solve complex problems and deliver high-quality user experiences.

- Introduced design principles, workflows, and processes that improved cross-team efficiency, quality, and consistency.
- Led a cross-functional team of six, including product designers, developers, and founders.
- Defined a product design roadmap and established a scalable design system and design guidelines to support long-term product growth.

### **Key Achievements**

- Increased registered users by **173%**
- Reduced transfer completion time by **50%**
- Tripled overall team productivity

### **Design Consultant - On Drive Food Delivery, Pakistan (Remote)**

**Oct 2023 – Jan 2024**

(On Drive Startup Food Delivery Company) — Pakistan (Remote)

- Collaborated with the sales team to design a food delivery mobile application for end users and a company profile website to support investor engagement.
- Advised the On Drive team on creating a user-friendly experience for customers, drivers, and delivery partners, ensuring usability across all user roles.
- Provided design direction and strategic recommendations to stakeholders, aligning product experience, brand presentation, and business objectives to support user acquisition and investor confidence.

### **Junior Frontend and Web Designer at PT. Sale Stock Indonesia**

**Jan 2016 – Dec 2017**

PT. Sale Stock Indonesia – Kyai Mojo, Tegalrejo, Yogyakarta, Indonesia (On-site)

- Implemented UI designs into functional, responsive front-end code based on Adobe XD design concepts.
- Collaborated with cross-functional teams across design, product, and engineering to support smooth project execution.
- Designed and maintained website interfaces for a retail fashion e-commerce platform, focusing on usability and visual consistency.
- Converted visual assets into optimized SVG code and managed image assets to improve performance and scalability.
- Configured and maintained image CDN setups to enhance website loading speed and overall performance.
- Utilized design and development tools including Adobe XD, Adobe Photoshop, CorelDRAW, GitHub, and Git Bash.

- Worked within Software Development Life Cycle (SDLC) practices, contributing to continuous improvements, updates, and feature enhancements.
- Designed user-centric interfaces for web and mobile platforms aligned with business goals and UX best practices.
- Built foundational skills in frontend development, UI/UX design, and web performance optimization through hands-on project work.

## **EDUCATION:**

**Associate's degree, Human Computer Interaction - Massachusetts Institute of Technology**

**Associate's degree, Product Ideation, Design, and Management - University of Maryland**

**Science and Technology Track, Computer Systems and Architecture - US-ASEAN Science, Technology, and Innovation Cooperation (STIC) Program**

**UI / UX Design Specialization - California Institute of the Arts**

**UX Design Specialization - Indian Institute of Technology Guwahati**

**Software Engineering Specialization - The Hong Kong University of Science and Technology**

**Google UX Design Specialization – Google**

**Microsoft UX Design Specialization – Microsoft**

## **PORTFOLIO:**

**My Webiste (Akbar Putra Portfolio Website)**

<https://akbarputra.vercel.app/>

**Akbar Putra Dribbble Portfolio**

<https://dribbble.com/akbarputra37/>

**Akbar Putra Behance Portfolio**

<https://www.behance.net/akbarputra37>

### **Makmur Bank Website**

<https://dribbble.com/shots/26852007-Makmur-Bank-Website>

### **Makmur Bank Mobile App - Makmur Bank App**

<https://dribbble.com/shots/26850868-Makmur-Bank-Mobile-App-Makmur-Bank-App>

### **Makmur Bank Card - Banking Card**

<https://dribbble.com/shots/26811998-Makmur-Bank-Card-Banking-Card>

### **Valencia Facial Care Website**

<https://dribbble.com/shots/26766504-Valencia-Facial-Care-Website>

### **CBDRent Website - Buildings Rent Website**

<https://dribbble.com/shots/26735110-CBDRent-Website-Buildings-Rent-Website>

### **Keeta Food Delivery Company Website**

<https://dribbble.com/shots/25182520-Keeta-Food-Delivery-Company-Website>

## **SKILLS:**

### **Design & UX:**

Empathy-Driven Design, Responsive Web Design, User Experience (UX), Interaction Design, Design Strategy, Product Design, Design Systems, Usability Testing, Documentation, Information Architecture

### **Design & Collaboration Tools:**

Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Adobe XD), Penpot, Lunacy, Affinity Designer, CorelDRAW

### **Prototyping & Motion:**

Interactive Prototyping, Rapid Prototyping, Motion Design, Video Prototyping, Micro-interactions Principle, Figma Prototyping, ProtoPie, After Effects, Premiere Pro, Rive, Lottie

### **Prototyping Tools & Platforms:**

AEUX, Figma, After Effects, Lottielab, Animix, Motionity, Rive, Spline, ProtoPie

### **UX Methods & Research:**

User Research, Product Metrics Analysis, Heuristic Evaluation, User Journey Mapping, Usability Evaluation

**Creative & Content:**

Content Planning and Creation, Video Editing, Graphic Design, Workshop Facilitation

**Frontend Development:**

HTML, HTML5, Semantic HTML, CSS, CSS3, Sass, JavaScript, Bootstrap, Bootstrap 5, Tailwind CSS, Materialize CSS, React.js, Node.js, NPM

**Development Tools & Platforms:**

Visual Studio Code, Cursor, Onlook, Bolt, Lovable, Vercel (v0), Firebase Studio