

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

Linkedin:

linkedin.com/in/akbarputra37/

Email:

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