

Prasaja Mukti Aji

Passionate about bridging storytelling and development to build performant, accessible products.

EXPERIENCE

Product Writer & Front-End Developer

Sintaksis.Studio

Oct 2024 - Ongoing, South Tangerang

- Develop responsive web interfaces using modern frameworks (React/Next.js).
- Bridge UX and engineering, building reusable UI components from design systems.
- Owned end-to-end content implementation in design systems, standardized UI text patterns across 100+ components.

Lead UX Writer

FinAccel (Kredivo Group)

Aug 2022 - September 2024, Jakarta

- **Improved customer engagement (32%)** by refining microcopy in A/B-tested UI flows (success state, onboarding, error states, etc).
- Partnered with engineering teams to implement UX copy directly in JSON & React components, ensuring seamless integration with i18n and design systems.
- Led workshops with designers & engineers to align on user-centric front-end patterns (empty states, tooltips, etc).

UX Writer | Lead UX Writer

OCBC (Formerly Bank OCBC NISP)

Mar 2019 - Aug 2022 - Jakarta

- **Reducing support tickets by half**, collaborating with front-end developers to standardize UI text in banking apps.
- Spearheaded customer experience initiatives across 6 product lines, developing comprehensive writing guidelines based on extensive customer research
- Conducted regular analysis of user feedback and behavioral data to optimize customer journeys and improve engagement

Content Strategist & UX Writer

ADVANCE.AI

Dec 2017 - Mar 2019, Jakarta

- **Streamlined localization workflows for a fintech app scaling to 3M+ users.**
- Led the creation of user-centric content frameworks that improved customer acquisition and retention metrics
- Implemented data-driven content optimization strategies that improved user engagement and conversion rates

Creative Copywriter

Froyo Story

Sep 2016 - Dec 2017, South Tangerang

Bio

 Samanea Hill, Cluster Acacia · Parung Panjang, West Java 16360

 +62 81 28111 3589

 [LinkedIn](#)

 [prasaja.com](#)

 prasaja@hey.com ·

 [github.com/orepras](#)

Industry Knowledge

- User Experience Engineering
- Front-End Development
- Cross-Functional Team Leadership

Tools & Technologies

Figma, Git, Webflow, HTML, CSS, JavaScript, React, Next.js, Accessibility (WCAG), Workshop Facilitation

Languages

Indonesian (native)

English (professional)

Publications & Certifications

Publications

Podcast

EPS - Siapa bilang UX Writer gak bisa jadi fasilitator design sprint?

<https://open.spotify.com/episode/5LDdb9IbqgB79cFmQSqRKcY>

EPS - Worklife inside banking with Prasaja Mukti

<https://open.spotify.com/episode/65SLWn1mSEdzSuhJIUhsw7>

Writing

Content Modeling for Writers Who Code

<https://prasaja.com/writing/ux-writing/content-modeling-for-writers>

Learn, Build, Deploy

<https://prasaja.com/writing/coding/learning-next-js>

Certifications

Fullstack Javascript Bootcamp (With Honour Predicate) - Devscale Indonesia

Certificate Number: J4lWH3

Become a UX Designer from Scratch - Interaction Design Foundation

Credential ID 46171

Critical Thinking for Better Judgment and Decision-Making

Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: AajFg1q4Valb82THsmCLQ--xQVko

Principles of Good Design - Dieter Rams

Certificate Id: ARBCnLOYCFiCaIXZYfdptBRo66Im

Leadership Essentials Accelerator Programme (LEAP)

Issued by BlueKey Learning, LEAP1

Workshops & Training

Small business copywriting

Idelokal, Salatiga

UX Writing Office Hours

OCBC NISP

Brand Copywriting Workshop

Ruangmom, Onelabs