Pian Firmansyah

UI UX Developer, Product Manager

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Personal Profile

I'm a design and product professional with 10+ years of experience turning ideas into intuitive digital solutions. I've grown from hands-on design to leading teams and shaping user experiences across web, mobile, and platform products — including a cloud-based distribution system. I thrive on clear design, fast iteration, and solving real user problems using tools like Figma, Adobe XD, and VS Code to bring designs to life.

Skills Set

Product Thinking & Leadership

Problem Solving

Decision Making

Analytical Thinking

Critical Thinking

Presentation

Design Expertise
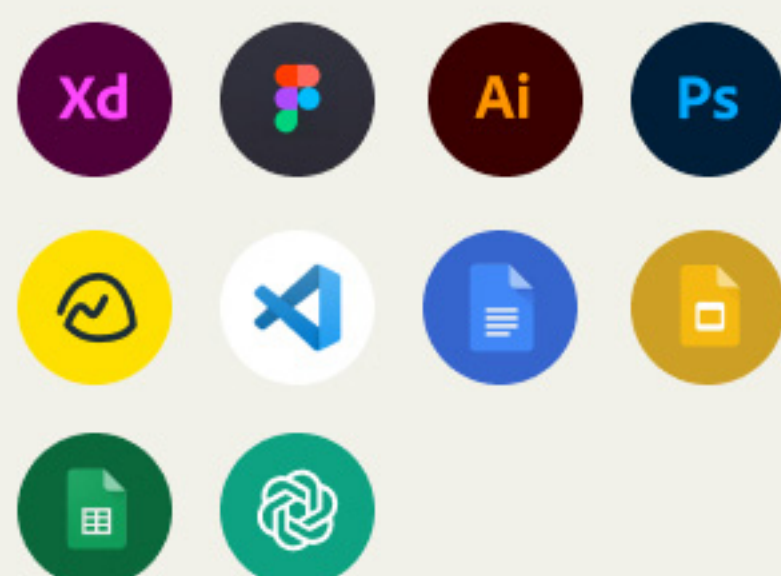
User Interface

User Interaction

Graphic Design

Technical Skills

Front-End Code

Productive Tools

Work Experience

2022 - 2024 | Program Manager at Radya Labs

- Act as the strategic bridge between project teams and clients to align goals, expectations, and deliverables
- Manage multiple cross-functional teams across projects with a focus on timelines, resource allocation, and stakeholder communication.
- Collaborate with stakeholders and clients to gather feedback, refine requirements, and align on delivery expectations.
- Serve as Product Manager for DMS Cloud (dmscloud.id), a cloud-based Distribution Management System for enterprise clients

2019 - 2024 | Design Manager at Radya Labs

- Manage and mentor a team of 4 UI/UX designers, facilitating career development and performance reviews.
- Spearheaded the adoption of a design system, accelerating the design process and improving team efficiency across digital products.
- Built standardized workflows based on design sprint methodology to help the design team quickly validate user requirements and deliver solutions more efficiently.

2015 - 2019 | UI UX Designer at Radya Labs

- Designed responsive interfaces for web and mobile platforms across various industries.
- Delivered high-fidelity mock-ups and interactive prototypes using Adobe & Figma
- Collaborated with developers and stakeholders to successfully deliver over 10+ projects, ensuring high-quality outcomes across web and mobile platforms.

2010 - 2014 | Web Designer at Kawatama

- Created web designs for business websites, e-commerce stores, and marketing pages.
- Translated UI designs into HTML/CSS code, ensuring responsive and accessible layouts.
- Developed landing page visuals that contributed to improved brand presence.

Education & Certificate
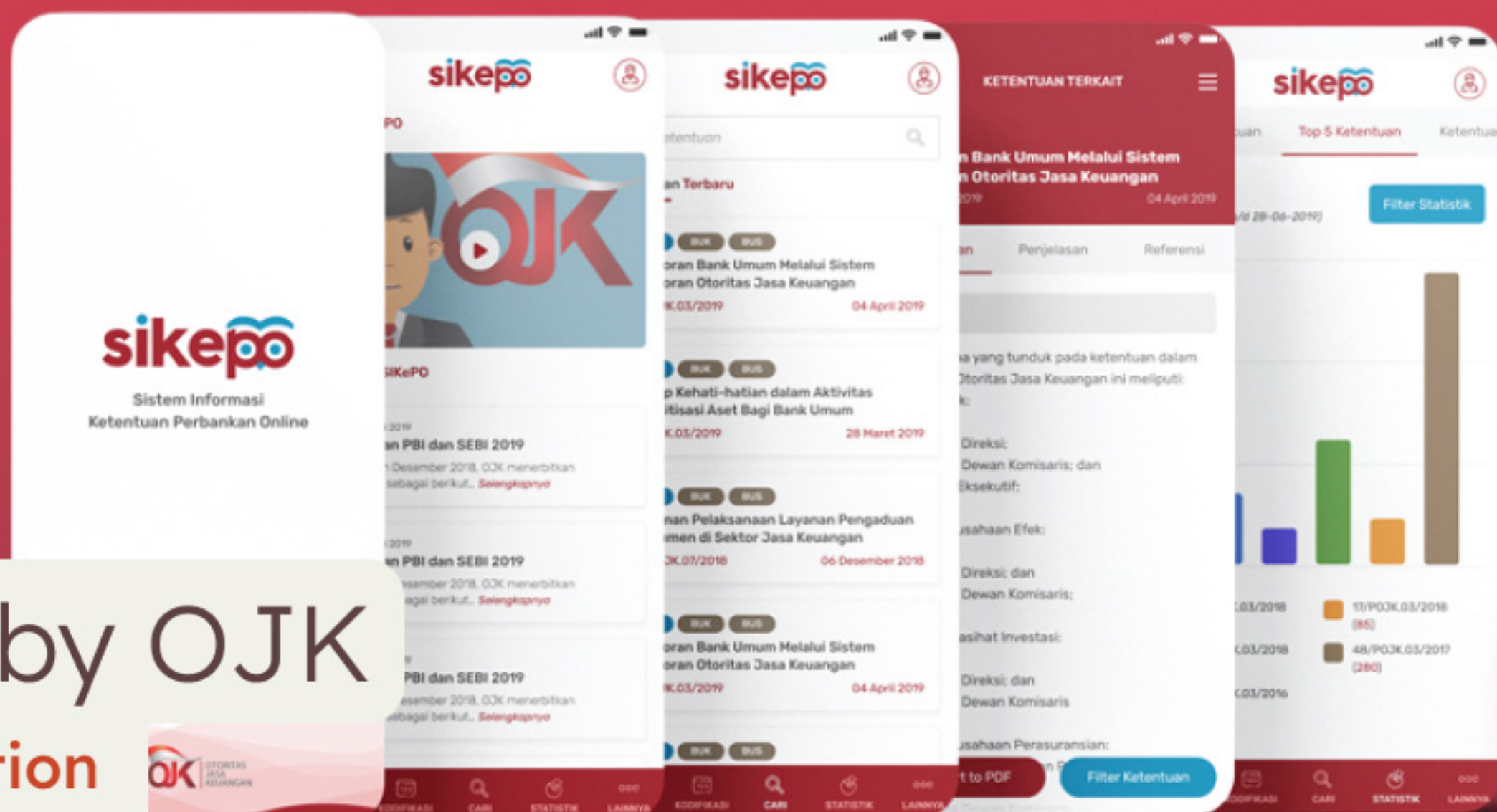
2016	**Fundamental UI UX Designer**
	Non Degree - Somia Academy

2010	**Vocational High School**
	Multimedia - SMK N 11 Bandung

SIKePO by OJK

Mobile Application

Project Overview

SIKePO is a regulation search platform developed for OJK (Indonesia's Financial Services Authority). It allows banking and financial institution staff to efficiently search, browse, and understand financial regulations by topic, tag, or type. The goal was to improve accessibility and comprehension of complex regulatory content.

My Role & Responsibilities

UI UX Designer

- Led UX design from analysis to wireframes and high-fidelity UI.
- Mapped user journeys and translated regulatory discovery flows into intuitive search and browse experiences.
- Collaborated with stakeholders to identify pain points in existing workflows and define user goals.
- Worked closely with developers to ensure smooth handoff and interaction fidelity during implementation.

Core Features

- Media Information
- Search & Filter
- Tagging
- Statistic

Problem Statement

OJK's existing SIKePO platform was only available on desktop web, making it difficult for users to access regulatory information on the go. The user experience was also hindered by the need to fill multiple input fields just to perform a search, which slowed users down. a feature we introduced in the mobile version to improve discoverability and filtering. This led to delays in finding the right regulations and a high reliance on manual assistance from OJK personnel.

Approach & Execution

- Conducted stakeholder interviews to understand how regulations are used in the field and identify friction points in the existing web-based system.
- Facilitated iterative design reviews with both business stakeholders and potential users to validate early concepts.
- Managed design iterations based on stakeholder feedback and usability findings, ensuring alignment between usability and content accuracy.

Key Decision

- Simplified the search process by reducing complex multi-field forms into a streamlined, mobile-friendly search flow.
- Introduced a tagging system to help users explore regulations by topic or type, a key feature missing in the web version.
- Adapted the information architecture and layout for small screens, maintaining clarity while supporting document depth and cross-navigation.

AnterAja Revamp
Mobile Application

Project Overview

AnterAja is a logistics service provider in Indonesia offering delivery, tracking, and home pickup services. The project aimed to improve user experience through a redesign of their mobile application, which included simplifying core logistics features and addressing UX challenges tied to their ambition of building a "super app."

My Role & Responsibilities

👤 UI UX Designer

- Led the UX design efforts to restructure core logistics features within the app.
- Collaborated with BA Anteraja to evaluate business direction and design alignment.
- Created two separate UI/UX proposals — one based on client instruction, and another grounded in user-centered principles.
- Advocated for usability-focused decisions through structured feedback and design justification.

Core Features

📱 Order Management

🔍 Tracking Order

🗓 Event & Promo

❓ FAQ

Problem Statement

AnterAja was attempting to reposition its app as a super app by integrating unrelated services, which risked diluting its core logistics value. At the same time, the team was removing features without user insight and lacked data to inform UX revamps. These choices introduced risks to usability, business clarity, and long-term product alignment.

Approach & Execution

- Reviewed the existing IA (Information Architecture) and mapped out user tasks tied to logistics workflows.
- Proposed two design directions: one reflecting client-requested changes, and another emphasizing user needs and business clarity.
- Recommended the adoption of a User-Centered Design (UCD) process to support decisions with user behavior and intent.
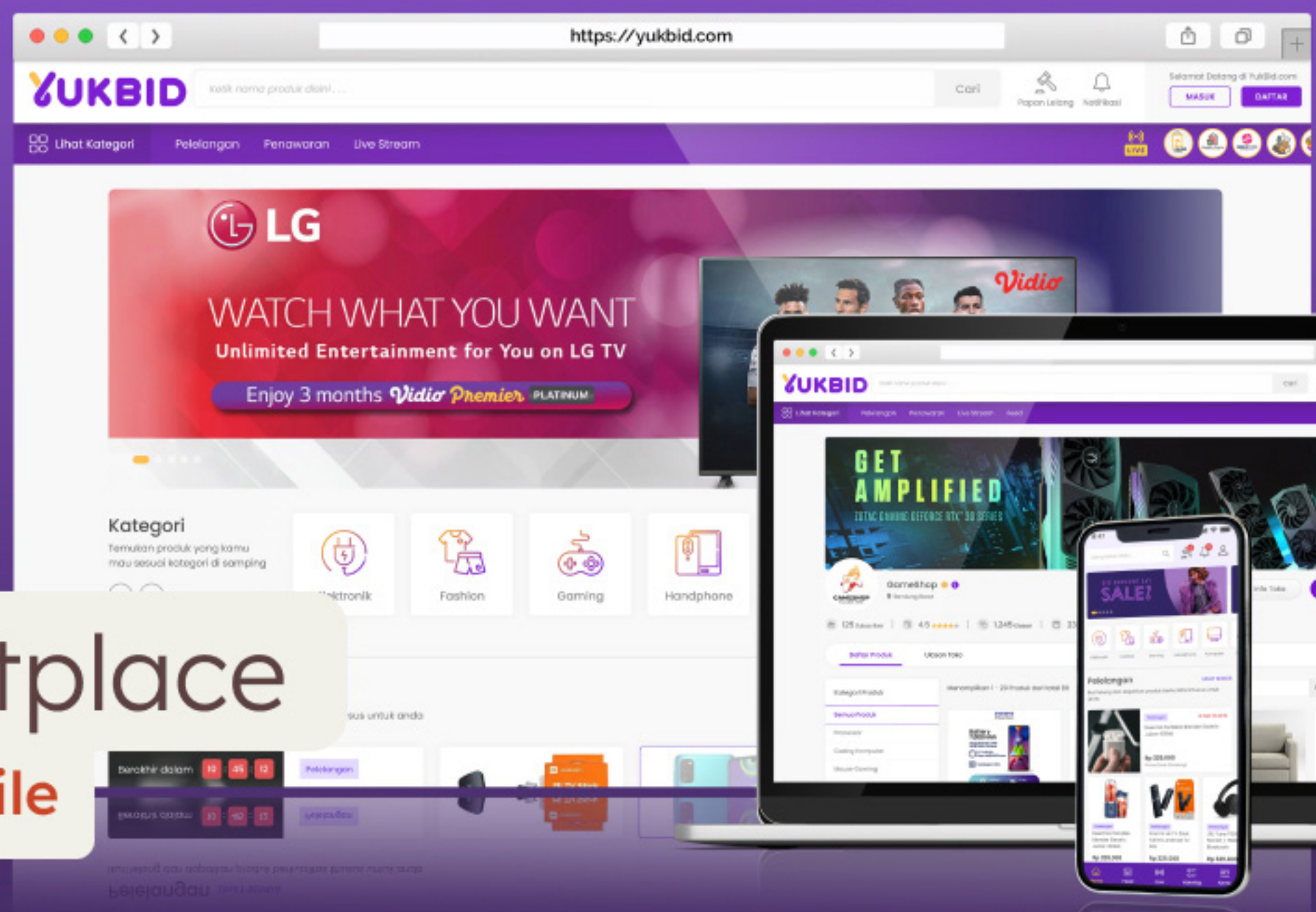
Key Decision

- Recommended focusing the app on logistics-only services instead of expanding to a super app model, in order to strengthen product clarity and user trust.
- Created two design paths — one to respect client expectations and another to propose a user-first structure, allowing stakeholders to compare outcomes.
- Advocated against feature removal without user data, promoting a more evidence-driven design strategy.
- Suggested prioritizing Order Management, Tracking, Events/Promos, and FAQ based on task frequency and user relevance

YukBid Marketplace
E-commerce Web & Mobile

Project Overview

Client : **YukBid** - Project Year : **2020**

YukBid is an e-commerce platform combining traditional marketplace functionality with live-streamed auctions. The platform enables users to buy and sell products while bidding in real time, setting it apart from typical shopping apps. This project focused on creating the core UX flows for both mobile and web versions of the product, including its auction and live-streaming experience.

My Role & Responsibilities

👤 UI UX Developer

- Designed end-to-end user flows for marketplace, auction, and live-stream modules across mobile and web.
- Conducted UX benchmarking using Tokopedia as a model to simulate realistic user journeys.
- Delivered mobile-first layouts tailored to the constraints of live interaction and screen space.
- Translated Final UI Design for website to HTML & CSS
- Collaborated with developers and product owners to translate features into usable interface patterns.

Core Features

📇 Market Management

(((•))) Live Streaming

🔍 Search & Filter

🏅 Points & Rewards

💳 Billing

Problem Statement

The client aimed to create a marketplace with a unique auction experience but lacked user research or a clear product foundation. Additionally, they planned to launch on both web and mobile, with a major focus on live-streamed selling that a complex UX scenario requiring real-time interaction, chat, bidding visibility, and space efficiency.

Approach & Execution

- Conducted competitive analysis (Tokopedia and similar platforms) to model realistic buyer and seller flows.
- Defined task flows for both buyer and seller personas, focusing on auction setup, bidding behavior, and purchase confirmation.
- Designed adaptive UI layouts for mobile to accommodate live streaming, chat, auction product display, and user controls.
- Iterated on prototypes through internal team reviews to fine-tune layout priorities and touch targets for mobile use.
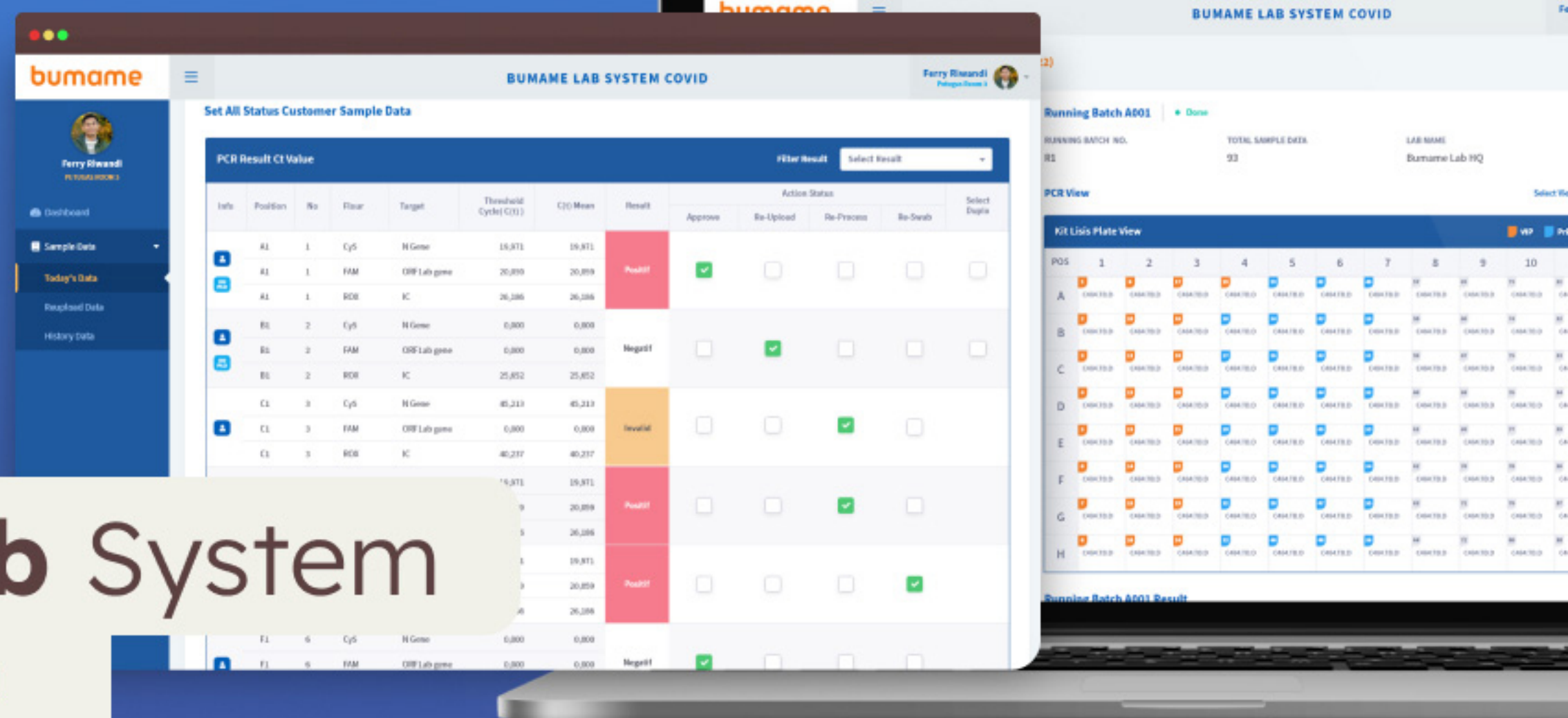
Key Decision

- Chose Tokopedia as the primary benchmark to reverse-engineer marketplace expectations, due to lack of user research access.
- Created a live stream-focused product detail layout, prioritizing real-time product display and minimal buyer distraction.
- Recommended limiting seller on-screen controls to simplify the live session UI and reduce confusion during multi-tasking.
- Ensured search and filter remained persistent and accessible even within the live auction flow for browsing flexibility.

Covid Lab System
Web Application

Project Overview

Covid Lab System is a custom internal platform designed to manage COVID-19 patient testing workflows for Bumame Health. It replaced an external SaaS solution to enable better cost control, faster tracking, and improved operational alignment during high-demand periods.

My Role & Responsibilities

👤 Product Manager

- Defined system requirements and feature set based on stakeholder interviews and user requirements.
- Created the end-to-end business flow from patient registration to result validation.
- Led sprint planning, feature prioritization, and collaborated with engineering, QA, and end users on a daily basis.
- Managed UI/UX coordination to deliver intuitive user experience for medical Staff.

Reflection Review

The Covid Labs System project taught me how critical full regression testing is before release, especially under operational pressure. Limited time forced us into deploying with minimal validation, leading to hotfixes post-launch. This experience strengthened my approach to balancing delivery speed with system reliability and building contingency plans for live support.

Problem Statement

Bumame needed to reduce reliance on costly third-party SaaS platforms while improving operational efficiency in handling COVID-19 test results across multiple testing centers.

Approach & Execution

- Conducted workshops with medical and administrative teams to map out the complete testing journey and identify system pain points.
- Prioritized critical features such as patient check-in, sample tracking, result entry, and dashboard visibility.
- Break down the development into sprints, delivering core MVP functionalities first, followed by operational enhancements.
- Maintained continuous feedback loops with frontline staff to refine usability and performance.
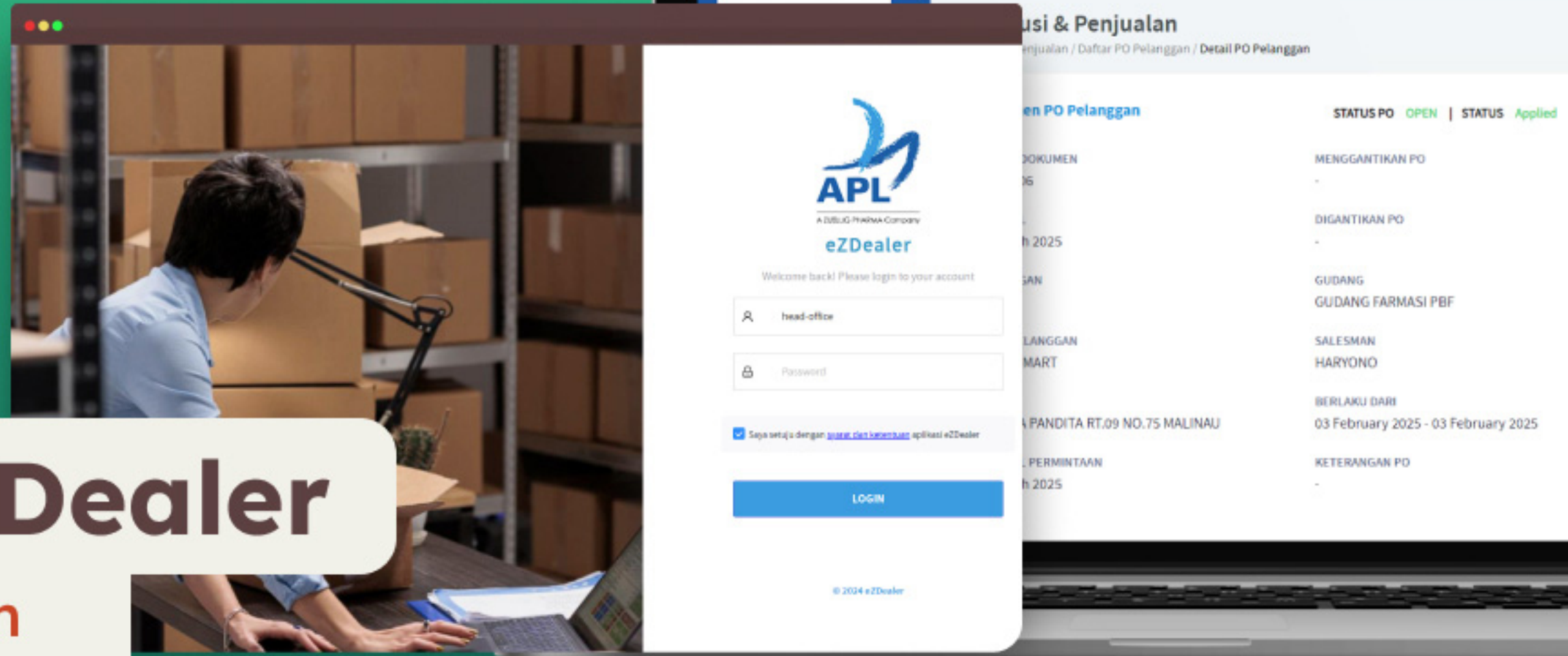
Key Decision

- Implemented a real-time dashboard for lab supervisors to monitor pending, in-progress, and completed tests, improving result turnaround tracking
- Prioritized MVP scope to focus on patient check-in, sample tracking, and result validation, ensuring fast operational roll-out before secondary features.
- Designed a sample input UI that visually mimicked the physical test tube arrangement (e.g., Row A-1, A-2), ensuring that medical staff could quickly and accurately match physical samples to digital records without confusion.

APL - eZDealer

Web Application

Project Overview

Client : **Anugerah Pharmindo Lestari** - Project Year : **2024**

eZDealer is a streamlined Distributor Management System developed for APL to help their distributors manage stock, warehouse operations, purchase orders (PO), invoicing, and reporting. The platform aimed to centralize distributor activities, standardize processes, and enable real-time operational visibility for APL.

My Role & Responsibilities

👤 Product Manager

- Led product definition, roadmap planning, and end-to-end delivery of the eZDealer platform.
- Collaborated closely with APL stakeholders to gather operational requirements and translate them into prioritized product backlogs.
- Worked alongside designers, developers, and QA teams to ensure fast, scalable, and user-friendly system development.
- Facilitated sprint planning, backlog grooming, and stakeholder demos to maintain project alignment and transparency.

Reflection Review

This project taught me that even good products can face resistance when users are used to their own tools. Instead of forcing a full switch, I learned to think in terms of integration and flexibility. We added API and upload features as a way to respect the users' existing workflows. This helped me better understand the balance between product goals, client expectations, and real-world adoption.

Problem Statement

APL needed a dedicated system for distributors to manage their daily operations more efficiently. Existing processes were fragmented across spreadsheets and manual reporting, leading to delayed data visibility, operational errors, and decision-making challenges.

Approach & Execution

- Conducted requirements workshops with APL's internal teams and key distributor representatives to map end-to-end distributor workflows.
- Focused initial MVP scope on critical modules: stock management, PO creation, invoicing, and real-time activity reporting.
- Adopted an agile delivery model with short iterations and regular reviews to adapt quickly to evolving needs.
- Ensured real-time data synchronization between distributor activities and APL's central systems to improve transaction monitoring.

Key Decision

- **Scope Management:** Simplified system features for faster delivery, focusing on operational essentials rather than complex customizations.
- **User Access Control:** Implemented role-based access to segregate distributor users from principal users, improving system security and data clarity.
- **Integration Strategy:** When facing distributor resistance to adopting the new platform due to existing internal systems, we solved the problem by adding file upload/download features and API integration, so their data could still be connected without forcing them to change tools.

Design Manager

Being a Design Manager is a challenging role for me because I'm not directly involved in project tasks. However, the responsibility is to ensure that my design team can correctly complete their project tasks and consistently improve their skills. Derived from this responsibility, my task as a Design Manager is to create programs that can help the design team and the company reach the KPI goals. Here is a list of programs that have been completed over the last four years :

SOP Project

SOP Project is created by all manager divisions. The program serves as the core of the project team, containing rules to manage the project start from Sales to Maintenance. This program is continuously updated every year to incorporate the latest methods that can assist the company in reaching KPI targets.
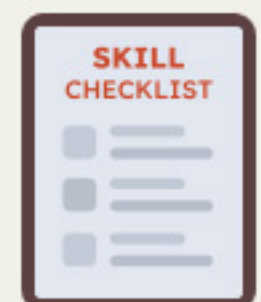
SOP Design

SOP Design is created to manage the design team. The program contains rules to help designers in performing their tasks. It includes design principles, project types, methodology, workflow, and tools. This program can also be referred to as a handbook for designers to understand their roles and responsibilities.
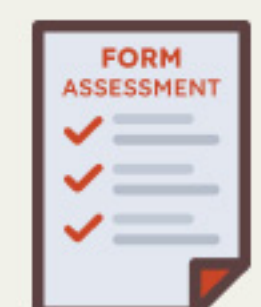
1-on-1 Session

1-on-1 sessions are created with the purpose of boosting employee engagement. It becomes the manager's responsibility to get to know their team very well, help address their concerns, and provide needed solutions. 1-on-1 sessions typically revolve around discussions related to the company, career, obstacles, feedback, and are not meant for update progress task.

Designer Skill Checklist

Designer Skill Checklist is created with the purpose as career path for designer. It helps designers understand their level and identifies the hard and soft skills needed at each level. There are three levels for designers on this skill checklist: junior, mid-level, and senior. To progress through these levels, designers are required to undergo an annual assessment.

Assessment & Performance Review

This program is created with the purpose of enabling both the company and designers to identify employee levels. For the assessment, designers are required to complete the necessary tests based on their respective levels. In terms of performance review, it takes the form of a questionnaire for Project Managers to evaluate their performance on completed projects.

Productivity Tracker

This program is created with the purpose of monitoring the daily activities of employees while they perform their tasks. Since the onset of COVID-19, the managerial team has been concerned about employee productivity while working from home (WFH). Therefore, with this program, every employee is required to fill out their activities and the number of hours needed at the end of the day, Managers can then review this information to ensure the effort employees put in every day.

Design Quality Score

This program is created to gauge customer satisfaction, similar to NPS. The design quality score comprises a questionnaire to inquire about the solution design delivered to customers. Customers provide a range value from 1 to 5 for each question, covering aspects like Design Quality and Designer Performance. The result will assist the design team in understanding what needs to be maintained and improved

Hi there! Thank you for watching. I really **Hope** can make **your** **valuable** time **worthwhile** as you review **my resume.**

As a Design Manager, I understand that finding the right candidate to enhance your product is not easy. So, why don't you take your next step to initiate a conversation and ensure I am the right fit? Do not hesitate; just contact me to say Hi. Thank you.

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