

Russell Ijaya

A product designer overview



Design background

- 3+ years of experience at Fluz, a cashback app scaling with an expressive brand
- Education background in computer science and communications

Two things I do really well

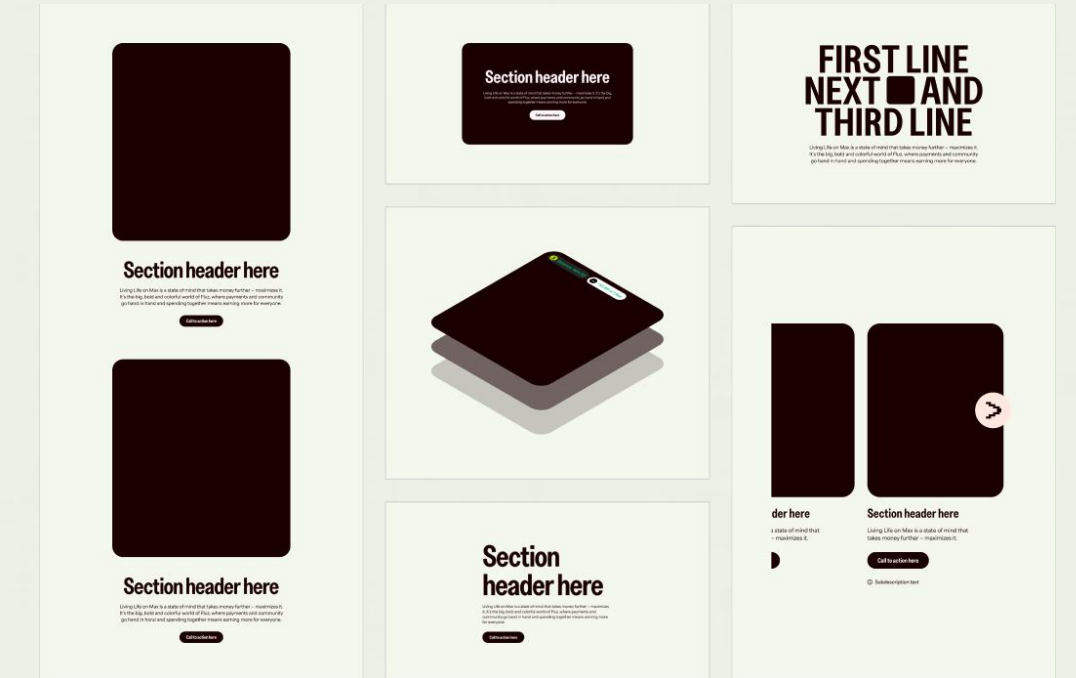
- Scale systems to bridge expressive designs and trustworthy experiences
- Supplement existing design language to venture into new product areas

Example 1

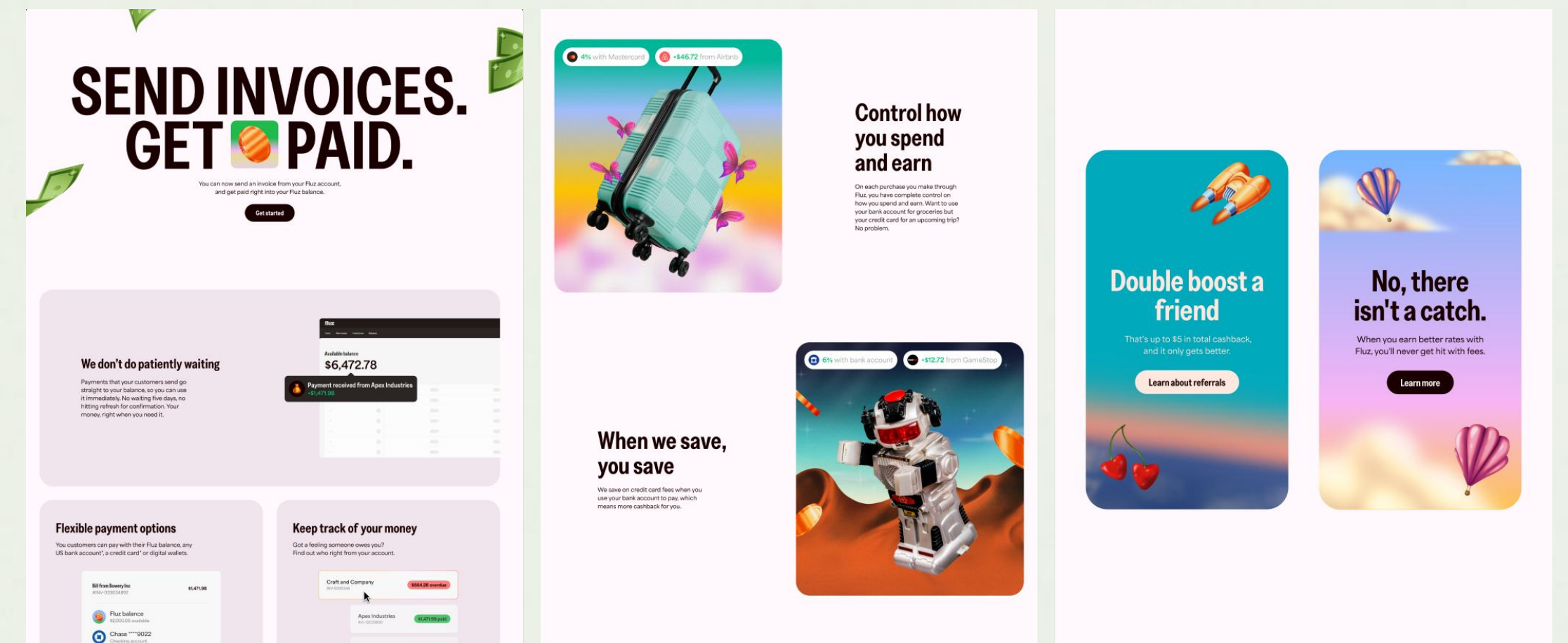
- I owned the new web design system for fluz.app, which was overhauled after a company rebrand.
- 98% of the site was built by a small marketing team equipped to be lean with that design system.



The hyper-expressive “life on max” brand



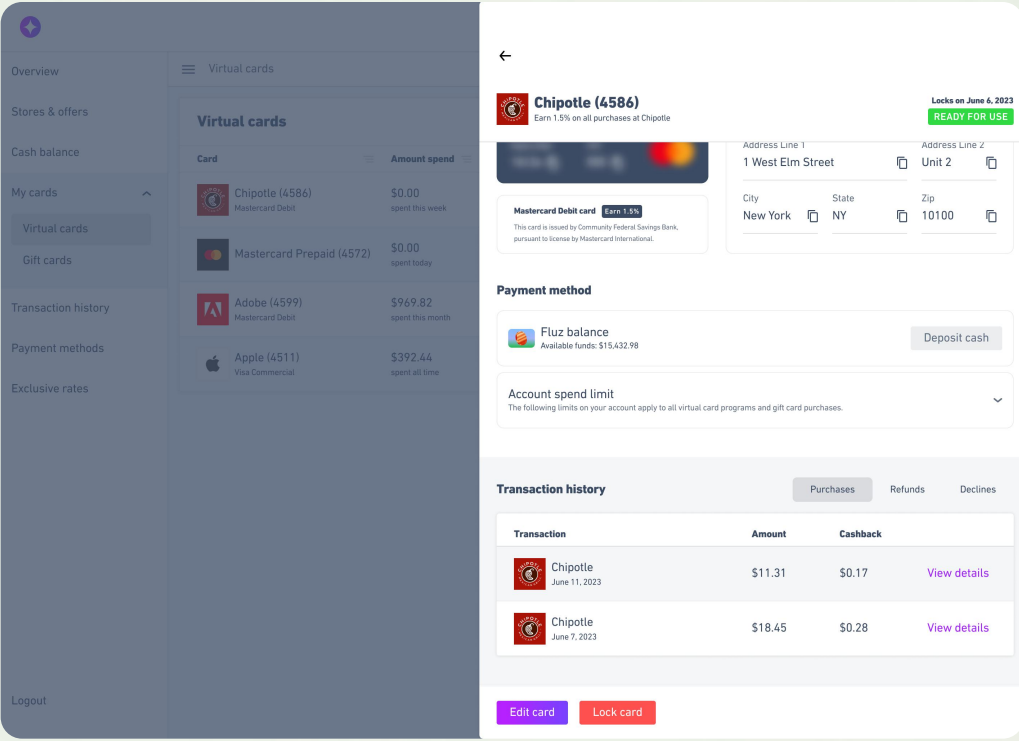
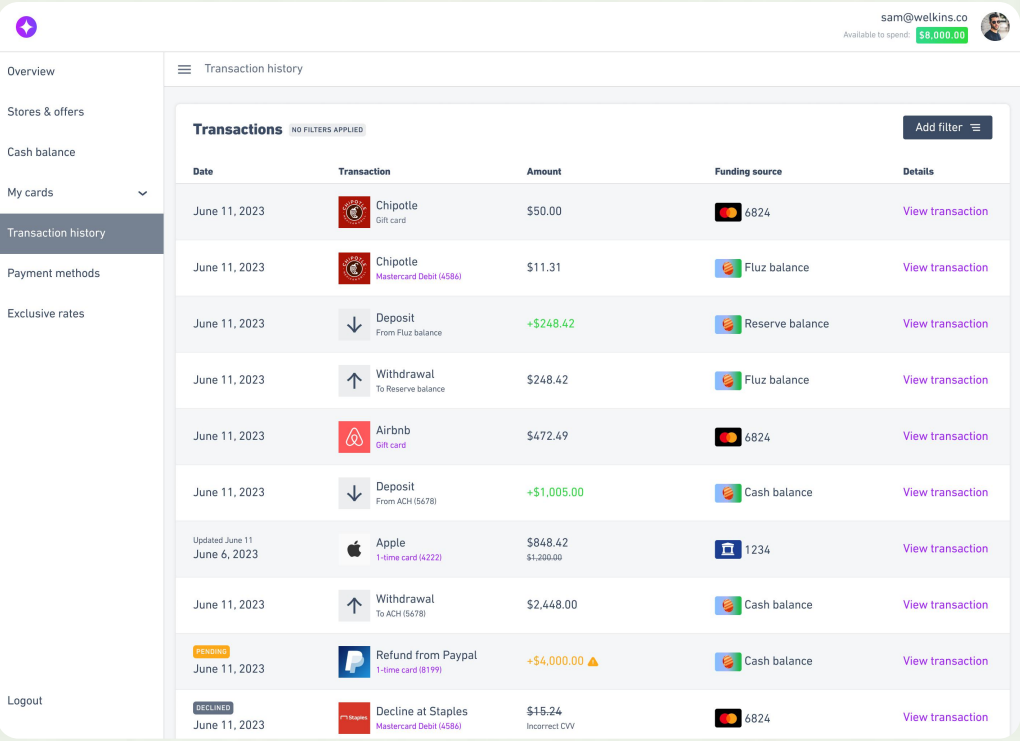
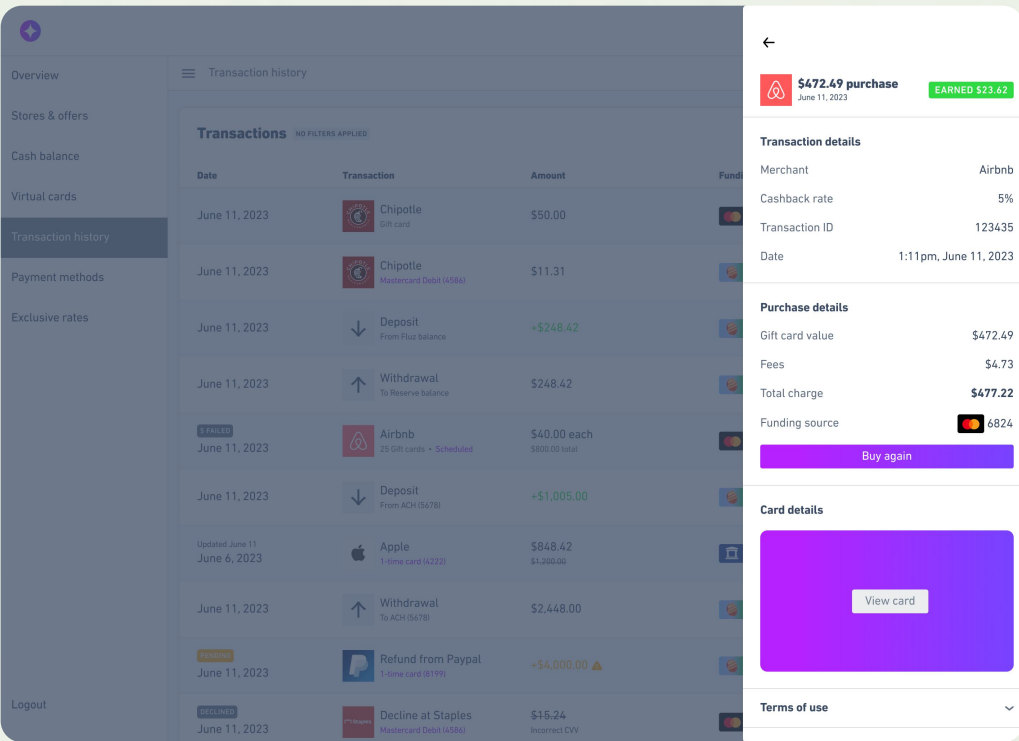
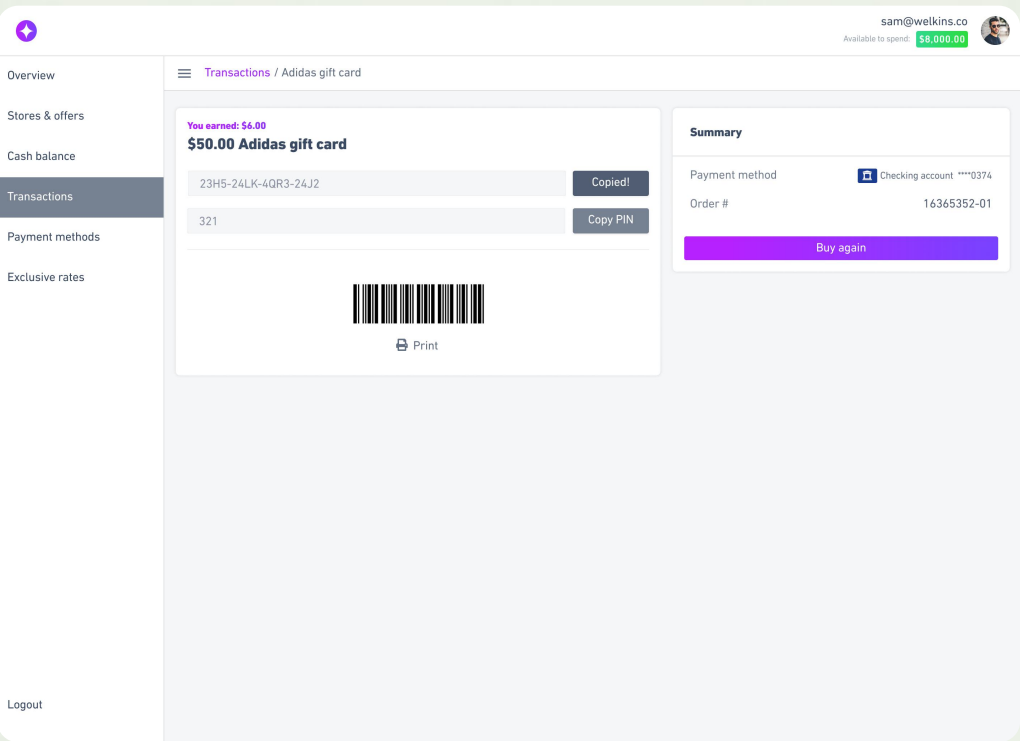
A system to balance expression and trust



“Life on max” within practical, fintech-sober web design

Example 2

- I extended the Fluz gift card product by designing a virtual debit card experience for SMBs to earn 1.5% anywhere.
- The new product has grown to over \$2M in daily virtual card transactions, also increasing gift card velocity.



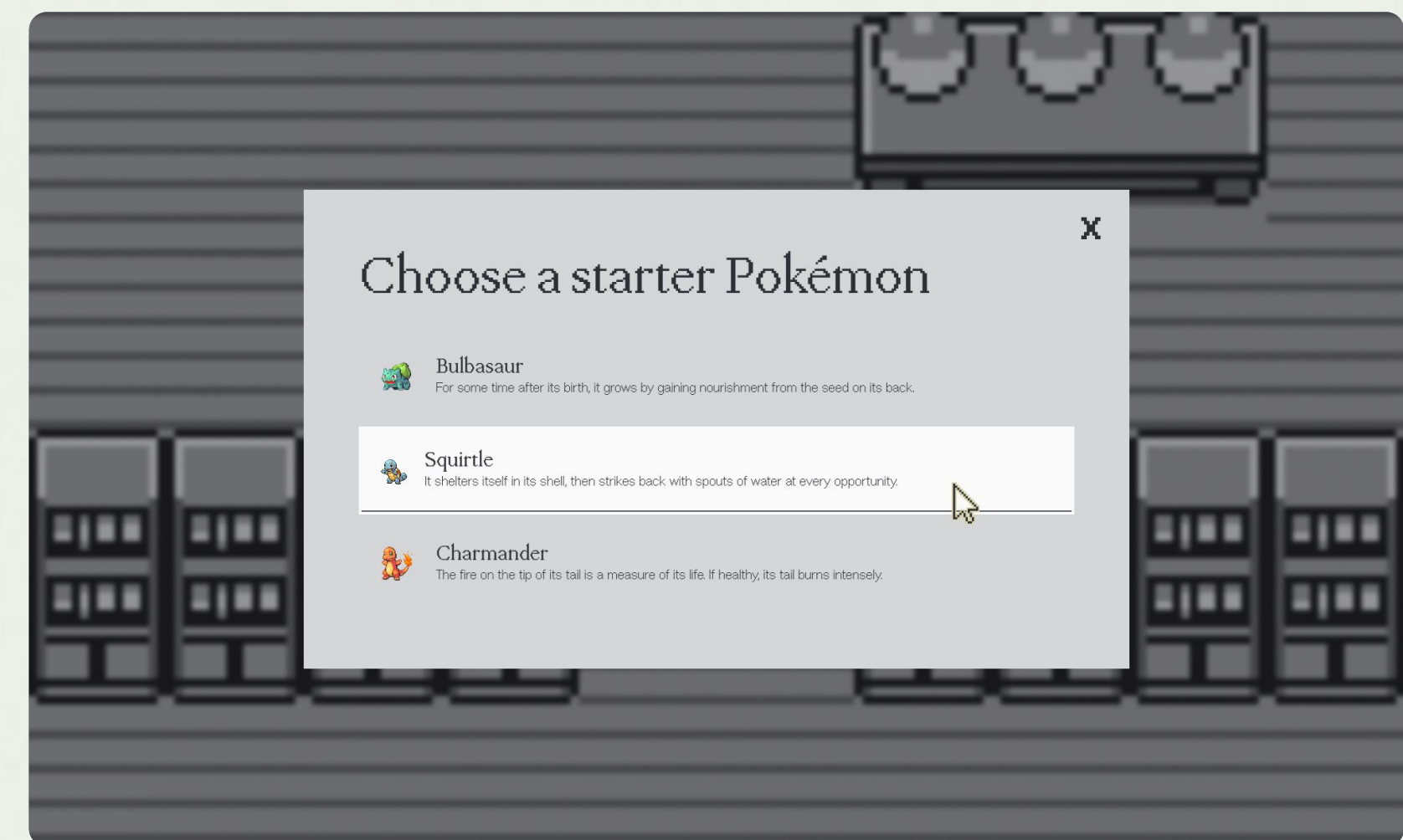
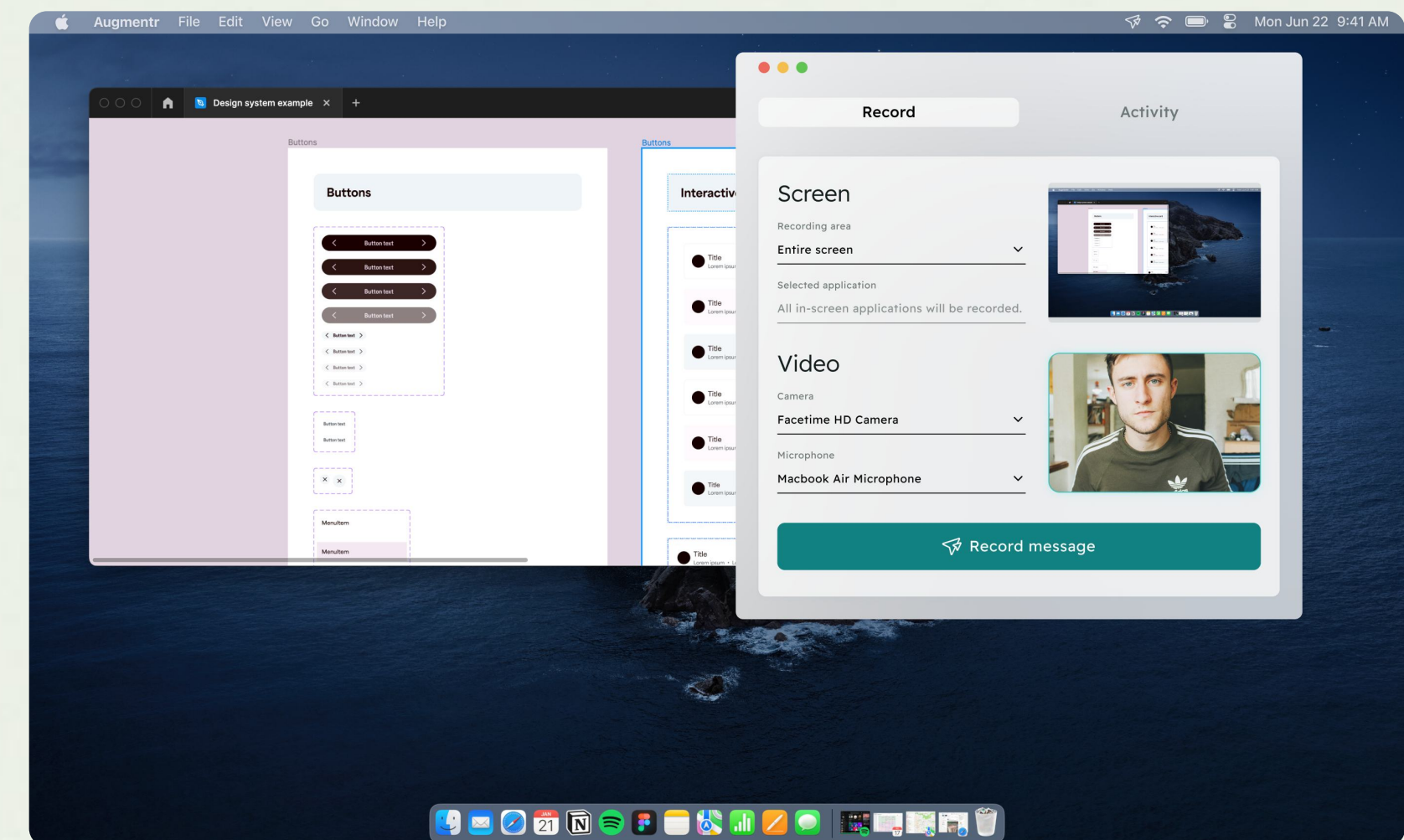
Taking a closed-loop gift card ecosystem and extending it to earn cashback anywhere.

Two things I don't really do

- **I'm usually not writing code.** While I have a technical education background and love exploring the shrinking gap between design and code, I'm ultimately a designer that engineers love working with, not a unicorn that will push to production.
- **I don't own a product roadmap.** I think design iteration should be a huge part of what informs strategic decision-making. However, I believe teams that bring on a designer need to value the respective crafts in order to make something great.

Other things I enjoyed working on

- I designed a MMP for a remote work tool, which secured pre-seed funding through the NEXT36 program.
- I am working on designing and building a retro-game inspired React UI library.



Want to learn more about me?

Let's chat. Contact me at work@russellijaya.me or on [LinkedIn](#).