

Achmad Alimin



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[Design Portfolio](#)

[Figma Community](#)

Skills

Design Thinking	Prototyping
Design Systems	Wireframing
Product Design	User Research
Product Strategy	Usability Testing
Interaction Design	Motion / Illustration

Tools

Figma	Trello
Framer	Mural / Miro
Notion	Jira Atlassian
Adobe Fresco	Confluence

Code

HTML / CSS	Flutter / Dart
JavaScript	VS Code
PHP	Github / Storybook

AI

AI-augmented design workflow
Prompt engineering
Built web and apps with AI agents
Image generation for design assets
Claude / ChatGPT / Gemini / Deepseek

Agile · B2B · SaaS · Enterprise · Mobile-first ·
Cross-functional collaboration · Stakeholder
management · Information architecture ·
Mobile app design · Web design · Design
leadership · Growth design · Conversion
optimization

Education

Bachelor of Informatics
Telkom University, Bandung, Indonesia
Dec 2012 - Nov 2016

Certification

Building with the Claude API
Anthropic x Coursera, In progress 2026
The psychology of UI design
Growth.Design, Jan 2026
Innovative Web Design in Figma
Awwwards, Nov 2025
Guest Speaker
UXID Makassar, Jul 2020
Design Sprint Certification
Circle UX, May 2017

Languages

English	Bahasa Indonesia
Professional working	Native or bilingual

Product Designer with 10+ years of experience designing digital products across travel, e-commerce, fintech, and enterprise B2B SaaS platforms. Based in Jakarta, Indonesia. Skilled in translating business complexity into clear, scalable, mobile-first user experiences. Experienced in end-to-end product design, design system architecture, stakeholder management, and data-informed decision making across global Agile teams.

Wego / WegoPro

Oct 2023 - Present

Product Designer · Remote

- Led end-to-end product design for WegoPro, a B2B travel platform supporting flights, hotels, transfers, and expense management covering web, Android, and iOS.
- One of few designers with full cross-product coverage; led design across flights, hotels, admin dashboards, and the shared design system for all platforms.
- Led the redesign of the WegoPro homepage as a direct C-level initiative, reducing time-to-first-action and increasing travel search initiation rate.
- Delivered design not just as static screens but as pushed components in the shared repo via Storybook, design system tokens, atoms, organisms, and templates that engineers use like building blocks.

Bukalapak / itemku

Aug 2019 - Aug 2023

Product Designer · Jakarta

- Redesigned the web-based customer support system, cutting daily ticket complaints by ~50%.
- Helped keep Bukalapak's main product as the top revenue contributor across all internal products.
- Ran design workshops with stakeholders to turn user research into clear product improvements.
- Built out the Design System covering mobile, desktop, icons, and illustrations used across all product teams.
- Worked directly with itemku (gaming e-commerce subsidiary) to design key user flows from the ground up.

Gojek / Loret

Sep 2017 - Aug 2019

Product Designer · Jakarta

- Designed the ticket management system for Asian Games 2018, handling ~200,000 visitors across multiple venues.
- Covered end-to-end design for Gotix and Loret.com, from research and wireframes to final screens and prototypes.
- Designed event and venue management tools used by organizers to run large-scale ticketed events.
- Built reusable UI components and page templates that held up under high-traffic event launches without performance issues.

Tunaiku

Sep 2016 - Sep 2017

UI/UX Designer · Jakarta

- Designed end-to-end loan application experiences, from onboarding to application and approval flows.
- Produced UX deliverables including user journeys, wireframes, and clickable prototypes aligned with business and compliance requirements.
- Helped over 1M users get access to loans by making the onboarding and application flow simpler and more transparent.

Freelance UX Designer

Jan 2013 - Jun 2023

UX & Product Design Consultant · Remote · Concurrent

- Delivered UX and product design solutions for 80+ projects, working with local and international clients across multiple industries.
- Led the full design process from discovery to delivery, applying design thinking to solve core business and user problems.
- Facilitated workshops and brainstorming sessions to align teams and define product direction.
- Clients include Mastercard Malaysia, Telkom Indonesia, NTUC Singapore, BCA, BNI, UOB, BRI, and others.