Winandri Kusuma

Product Designer · Jakarta

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I'm a **Product Designer** based in Jakarta with **4+ years of experience** designing SaaS, HRIS, marketplace, POS, dashboards, and operational platforms across web and mobile. I specialize in simplifying complex workflows through end-to-end product design, UX audits, design systems, and user-centered experiences that balance business goals and usability. Recently, I've also been exploring AI-driven products, including AI workflows, agentic AI, and automation focused user experiences.

Work Experience

Ascendiz

Feb 2026 – Present

Product Designer

Designed 3 products across web and mobile: an HRIS for payroll and attendance, a field-operations platform for Kencana plantation teams, and the Yoona women's wellness app, cutting 25% of steps in core HR workflows.

- Collaborated closely with product managers and engineers to craft HRIS experiences across web and mobile, improving the usability of payroll, attendance, and employee administrative processes.
- Translated complex field operation requirements into intuitive product flows for Kencana, enabling smoother reporting and operational coordination for plantation teams.
- Shaped the mobile experience of Yoona by designing engaging and user-centered interfaces that support women's wellness, habit tracking, and emotional connection with the product.

Cititex

Dec 2025 – Feb 2026

UI/UX Designer

Led end-to-end design for 5 platforms (E-Commerce, POS, ERP, CRM, and factory operations) in 3 months. Redesigned POS and checkout flows to reduce cashier transaction time by 20% and lift checkout conversion by 12%.

- Led end-to-end design for E-Commerce, POS, ERP, CRM, and factory operation platforms across web and mobile, from UX audit to implementation.
- Conducted UX audits and redesigned complex workflows to improve usability, reduce operational friction, and create more scalable user experiences across internal systems.
- Redesigned POS transaction flows to streamline cashier operations and improve transaction efficiency.
- Optimized E-Commerce purchasing journeys and interface experiences to support higher conversion and a smoother checkout experience.

Saint Technologies Indonesia

Nov 2024 – Nov 2025

UI/UX Designer

Designed 5 products, including a bootcamp learning dashboard, a CRM analytics dashboard, and a platform connecting IT talent with the U.S. market. The Web Programming Hack website redesign increased conversions by 15%.

- Developed an intuitive Web Programming Hack dashboard to optimize the bootcamp learning experience for students and streamline management for admins.
- Created a performance analytics dashboard for a CRM SaaS product to deliver clear, actionable insights and boost sales decision-making.
- Crafted impactful frontend developer portfolio designs to help students showcase their skills effectively.
- Redesigned the Web Programming Hack website to boost conversions and enhance user engagement.
- Created a platform to connect IT talent providers with the U.S. market, offering cost-effective solutions and top-tier expertise.
- Conducted in-depth research to identify client and business needs, ensuring tailored solutions that drive growth and success.

Repository Solusi Indonesia

Jul 2024 – Dec 2024

UI/UX Designer

Led the design team across 4 products, including a Toyota spare-parts e-commerce and a super-dashboard CMS that unified 4 separate systems (IRS, Times Cepat, QAR Times, NCR) into one for Indo Tambangraya Megah.

- Led a design team to deliver innovative, user-centric solutions that drove business success.
- Created a dashboard for mining permit management, specifically focused on obligations (ITM).
- Revamped a SaaS dashboard for managing tasks and tracking projects (Menej).
- Created E-Commerce platform for Toyota Spare Parts, optimizing user experience and driving seamless transactions.
- Created brand guidelines and brand identity for Menej.
- Created a super dashboard CMS integrating IRS, Times Cepat, QAR Times, and NCR for Indo Tambangraya Megah.

Iosi Studio

Jul 2024 – Sep 2024

UI/UX Designer

Shipped 3 iOS UI products for the UI8 marketplace in 3 months, including a 40+ screen paywall library and 2 AI app UI kits built on Apple’s Human Interface Guidelines.

- Created a UI Kit for Solve AI Homework on an iOS App UI Template.
- Created a 40+ screen iOS Paywall Library.
- Created a UI Kit for Botani AI Plant Identifier on an iOS App UI Template.
- Created a presentation product to sell on the UI8 marketplace & Implementing Human Interface Guidelines in design.

Noobee

Dec 2023 – Present

UI/UX Designer & Social Media Designer

Produced 150+ social media designs and reusable templates for promos and bootcamps, and contributed to the course-purchase experience of an IT education platform.

- Create social media designs in the IT industries with trendy and modern style.
- Give ideas and strategies for social media content.
- Create design templates for promos, slide posts, and bootcamps.
- Contributed to the design of Noobee in the field of educational course purchasing.

United Creative

Jul 2023 – Jul 2024

UI/UX Designer

Shipped 6 digital products in one year, including the Fandom Super Land landing page that drove 10,000+ user registrations and Bali7s, a youth football platform with 200+ team registrations.

- Created a social management dashboard to make it easier for other pillars to see analytical results from social media and successfully supported the digital team effectively.
- Collaborate with Project Managers, Developers and Digital teams.
- Created PNM VC company profile corporate.
- Conduct research and brainstorm with the Digital teams.
- Created Fandom Super Land Landing Page for the biggest community and Successfully 10.000+ users registrations.
- Created a Samsul Reader Comic for a political campaign.
- Created Bali7s a platform for youth footballers, Successfully achieved 200+ team registrations.
- Improved membership & loyalty program feature in KVIBES website.

Marketz

Jan 2022 – Present

UI/UX Designer

Designed 30+ marketing microsite landing pages in Figma for brands across fashion, food, property, and beauty.

- Create a 30+ UI Design microsite landing page website for advertising and marketing in Figma.
- Crafted visually appealing and adaptive designs for seamless user interactions.
- Create UI design microsite websites fashion, food, property, beauty, and others.

Freelance

Jan 2022 – Present

UI/UX Designer

Delivered UI for point-of-sale, the Maxchat omnichannel platform, and dashboards for 2 healthcare clients (Klinik Permata Ibu and Awan Medika) across 20+ client projects.

- Create responsive UI designs for point of sale, maxchat omnichannel industries, landing page.
- Provide suggestions regarding user experience that is in line with business targets.
- Create illustration assets & create pixel perfect design implementation in Figma.
- Designed dashboard for Klinik Permata Ibu and Awan Medika in the healthcare industry.

- Conceptualized and designed wedding invitations.

PT. UKUR Kreasi Nusantara

Nov 2021 – Jul 2023

UI/UX Designer

Designed a two-sided construction and interior marketplace that reached 1,000+ merchant registrations after launch, and redesigned the customer homepage to optimize SEO up to 90%.

- Designed a construction and interior marketplace with 2 users, customers and merchants and Successfully achieved 1000+ merchants registrations after launching.
- Redesigned the customer homepage to optimize SEO up to 90% and increase user retention.
- Improve the ukur feature in the customers and merchants section.
- Created illustration assets and icons to be used in UI design.
- Created UI Design on the dashboard for data analysis needs in the measurement marketplace.
- Conduct research and competitor analyst regarding the business needs of the marketplace.
- Collaborate with Project Managers, Developers and Stakeholders using agile methodology.
- Implement design testing using the UX Lean method.
- Help created social media designs to assist the marketing team in branding.

Dinas Komunikasi dan Informatika Kota Batu

Dec 2020 – Feb 2021

Web Developer (Internship)

Built an inventory loan web app for the Batu City Communication and Informatics Office in 3 months, from requirements analysis to program documentation.

- Make loan of goods inventory website for Dinas Komunikasi dan Informatika Kota Batu.
- Analyze and create software requirements & Create program documentation.