

Muhammad Ferdyan Syach

Malang, Indonesia · Ready to relocate to Jakarta

UI/UX Designer · Web & Mobile Product Design · Design Systems

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SUMMARY

UI/UX Designer with 3+ years designing web and mobile products across healthcare, e-commerce, and logistics, from consumer apps to enterprise dashboards and admin CMS tools, covering UX research, user flows, wireframing, high-fidelity UI, interactive prototypes, and developer handoff. Designed a healthcare app serving 19,000+ users and built design systems that cut design-to-engineering revision cycles by 75%. Grounded in Design Thinking and user-centered design, working daily in Agile/Scrum teams with PMs, BAs, and developers across 10+ client products.

EXPERIENCE

UI/UX Designer · PT Venturo Pro Indonesia · Sep 2023 – Present

Malang, Indonesia

- Designed the end-to-end experience for HAYYU Doc, a healthcare app serving **19,000+ registered users** with a **4.8-star rating on Google Play**, spanning 8 modules including doctor consultation, self-diagnosis, product catalog, cart, checkout, and transaction flows, for mobile and responsive web.
- Cut design-to-engineering revision cycles by **75%** by building and maintaining scalable design systems across multiple client products, standardizing components, design tokens, color palettes, typography, and layout standards, and reviewing other designers' work in regular critique sessions to keep quality consistent.
- Uncovered **10+ usability issues per testing round** through usability testing, contextual and field research, and competitive analysis, then translated findings into personas, journey maps, and prioritized improvements to customer journeys, form structures, and interface states.
- Led interface design for an enterprise SaaS route optimization portal, a digital transformation initiative for one of Indonesia's largest building-materials distribution networks, covering analytics dashboards, operational modules, and configurable workflows.
- Designed two connected e-commerce apps with built-in escrow, wallet top-up, and payment flows, plus the admin CMS for product, order, and user management, covering the full journey from discovery to checkout and in-transaction verification chat across buyer, seller, and admin roles.
- Translated PRDs and business requirements into user flows, wireframes, high-fidelity mockups, and interactive prototypes in Figma, shipping through Agile/Scrum sprints with PMs, BAs, and engineers across **a dozen client projects**.
- Presented design rationale and prototypes directly to clients and stakeholders, and iterated on already-launched products to align redesigns with business requirements, brand visual standards, accessibility, and responsive design best practices.

UI/UX Design Intern · PT Venturo Pro Indonesia · Jun 2023 – Aug 2023

Malang, Indonesia

- Supported 3 client projects with first-version UI designs in Figma, and helped build design system component libraries alongside internal designers and developers, earning a full-time offer at the end of the internship.

Graphic Design Intern · PT Inspirasi Mandiri Nusantara · Jun 2023 – Sep 2023

Malang, Indonesia

- Designed YouTube thumbnails and Instagram carousel content for Kampus Indonesia, an education media group reaching 1M+ followers across social platforms.

Web Design Intern (project-based) · CV Cakrawala Creative · Mar 2021 – May 2021

Malang, Indonesia

- Redesigned the agency's internal recruitment portal used to monitor interns, owning the full UI while collaborating with a developer teammate on implementation.

SKILLS & TOOLS

- Design & Prototyping:** UI Design, Mobile UI Design, Wireframing, Prototyping (Figma, FigJam, Framer, Miro, Adobe Illustrator, Affinity Designer, Canva, Lottiefiles)
- UX & Research:** UX Research, Design Thinking, User-Centered Design, Usability Testing, Competitive Analysis, Persona Creation, Journey Mapping, Empathy Mapping, Contextual Research, Information Architecture, Accessibility, Responsive Design
- Design Systems:** Component Libraries, Design Tokens, Color Palettes, Typography and Layout Standards
- Product Areas:** Dashboard & CMS Design, Transactional UX (checkout, escrow, wallet & top-up flows)
- Collaboration:** Agile/Scrum, Jira, Stakeholder Management & Presentations, Cross-functional Teamwork (PM, BA, Engineering, QA)
- Front-end Fundamentals:** HTML, CSS, basic JavaScript for developer collaboration

EDUCATION & CERTIFICATIONS

- Universitas Negeri Malang** · Bachelor's in Informatics Engineering · 2018 – 2022
- UI/UX Design Intensive Program** · MySkill · Awarded Top 3 Outstanding Portfolio Project · 2022
- Languages:** Indonesian (native), English (professional working proficiency)