

Reza Muhamad Ramdhan

Product Designer - Digital Banking & Fintech

Jakarta, Indonesia | rezamramdhan@gmail.com | +62-85155454076

LinkedIn: [LinkedIn URL](#) | Portfolio: [Reza portfolio](#)

PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience in fintech and digital banking, specializing in solving complex user problems and contributing to product strategy. Experienced in collaborating with cross-functional teams to define user needs, prioritize features, and deliver business-impacting solutions.

EXPERIENCE

Product Designer - Digital Banking | Bank Saqu (Astra Financial & WeLab), 2022 – Present

- Led end-to-end redesign of onboarding and KYC journeys, reducing funnel drop-off by ~15% and improving completion rate by ~10%.
- Re-architected the homepage into a modular, widget-based system, enabling scalable personalization across 4+ product lines.
- Redesigned credit limit and repayment UX, including reminders and overdue communication, improving repayment clarity and reducing related support inquiries by ~10%.
- Shaped BNPL and cash loan flows end-to-end, translating business requirements and user insights into scalable solutions that improved completion rate by ~12% and loan activation by ~8%.
- Built and scaled a multi-squad design system adopted by 5+ teams, improving UI consistency and cutting design-to-dev handoff time by ~20%
- Partnered with Product Managers, Engineers, and Compliance to align user needs, business goals, and regulatory requirements across every release

Product Designer | PT Bank Rakyat Indonesia (BRI), 2021 – 2022

- Worked closely with Product Managers and stakeholders to define feature scope and align design solutions with market needs and business strategy.
- Designed user flows, wireframes, and high-fidelity UI for key banking features including onboarding, dashboard, and transactions.
- Collaborated with the UX Research team to conduct usability testing and translate findings into actionable product improvements.
- Balanced usability, compliance requirements, and scalability in delivering consistent and high-quality product experiences.

EDUCATION

Widyatama University - Bachelor's Degree in Information Technology (2017 – 2021)

TOOLS & METHODS

Figma • FigJam • Notion • Jira • Product Discovery • User Journey Mapping • Usability Testing • Stakeholder Collaboration

LANGUAGES

Bahasa Indonesia (Native) • English (Professional)