Reza Muhamad Ramdhan

Product Designer | UX Research, Interaction Design and Design Systems

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Professional Summary

Product Designer with 5+ years of experience turning complex requirements into intuitive digital experiences. Combines user research, interaction design, and scalable design systems to simplify workflows and improve product performance. At Bank Saqu and BRI, designed end-to-end customer journeys, with results including approximately 15% lower verification drop-off, 12% higher checkout completion, and a design system adopted by 5+ teams. Experienced in remote collaboration with product, engineering, and research teams.

Experience

Product Designer | Bank Saqu

Dec 2022 - Present | Jakarta, Indonesia | Hybrid

- Led the end-to-end redesign of onboarding and identity verification, reducing verification-step drop-off by approximately 15% and increasing activation by 10%.
- Redesigned BNPL instalment checkout and cash-loan applications, increasing checkout completion by 12% and loan activation by 8%.
- Built a Figma design system with reusable components, design tokens, and usage guidelines adopted by 5+ teams, reducing design-to-development handoff time by approximately 20%.
- Identified unwanted savings-account creation after loan rejection and designed intent-based routing that made account opening an explicit customer choice.
- Designed consent and disclosure flows covering product information, FATCA/CRS declarations, and data-sharing choices within Indonesian regulatory requirements.
- Restructured the homepage into modular widgets to support personalization across four product lines.

Product Designer | PT Bank Rakyat Indonesia

Mar 2021 - Dec 2022 | Jakarta, Indonesia | Remote

- Designed Briguna Digital and KeceKu lending journeys end to end, from onboarding and identity verification through digital signing and disbursement.
- Translated branch-based, paper loan applications into digital flows, with guided verification and plain Bahasa Indonesia for users with low digital literacy.
- Conducted moderated usability testing with five persona-matched participants per product; used findings and customer journey maps to shape information architecture and user flows.
- Built shared mobile components and delivered interactive prototypes and specifications in collaboration with product managers, researchers, and engineers.

Product Development Intern | Waste4Change

Aug 2020 - Dec 2020 | Remote

- Coordinated product requirements and stakeholders across the development lifecycle, keeping delivery scope and timelines aligned.

Skills

Design: Product design, interaction design, mobile and responsive UI, design systems, design tokens, information architecture, wireframing, prototyping

Research and collaboration: UX research, usability testing, journey mapping, product discovery, feature scoping, stakeholder alignment, design-to-development handoff

Tools: Figma, FigJam, Maze, Jira, Notion

Education and Additional Experience

Widyatama University | Bachelor’s Degree in Information Technology | 2017 - 2021

Guest Instructor, Astra Polytechnic | Prototyping and Validating Design | 2026

Languages: English (Professional working proficiency), Indonesian (Native)