Raden Arya Ahmad Maulana
Creative Product Designer · Indonesia
Portfolio Website Link

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Creative Product Designer with 5+ years of experience shaping product direction and delivering end-to-end design for web and mobile. I specialize in information architecture, design systems, and iterative testing to turn complexity into simple flows that scale, stay consistent, and drive measurable product outcomes.

PROFESSIONAL EXPERIENCE

GIZALAB - BANDUNG, INDONESIA

Creative & Product Designer ***Nov 2024 – Present***

- **Evolved Gizalab's design direction** across web, decks, social, and storytelling. Was responsible for 2026 website redesign from **design to no-code web development.**
- **Created Brand Identity and Developed Website** for komunihub.id, ensuring consistent **visual identity** across all marketing assets.
- Developed and designed client product & visual design work. Also **reviewing and approving** design outputs from peer designers.

Product Designer ***Mar – Nov 2024***

- Collaborated to Product Design Iterations for **Data Center Dashboard**. Assisted in designing and refining the **dashboard UI** to enhance usability and visual clarity.
- Embedded as a Product Designer within **BRI and Bank Raya product teams.**
- Collaborated with Other Design Team, PMs, Business, Writers, and Researchers.

PT BANK RAYA INDONESIA TBK - JAKARTA, INDONESIA

Product Designer - Outsourced from Gizalab ***Des 2024 – Jan 2025***

- Designed UI for **Flexi App on Suplesi Program**. Collaborated with the internal product design team to enhance the app's usability and visual consistency.
- Contributed to **Company Website Redesign**. Assisted in refining website design, ensuring a seamless and user-friendly experience aligned with brand identity.

PT BANK RAKYAT INDONESIA (PERSERO) TBK - JAKARTA, INDONESIA

Product Designer - Outsourced from Gizalab ***Mar – Jun 2024***

- Designed UI for **BRIAPI Spot & BRIAPI Dev Studio**. Ensured design consistency and usability while refining interfaces to improve developer experience.
- Enhanced UX for **BRILink Mobile App**. Contributed to UI/UX improvements, optimizing workflows and visual hierarchy for **better user engagement**.
- Collaborated with Cross-Functional Teams. Worked closely with **developers** and stakeholders to align design solutions with business and technical requirements.

PT ADA IDE INDONESIA - BANDUNG, INDONESIA

UI/UX Designer ***Sep 2020 – Mar 2024***

- Built **Infini Design System** for Ada Ide's product and clients. Designed end to end experience for **Crowdfunding white label product**. Responsible for the research and design for several company product including: **Sharia Cooperative app, Qurban web app, Zakat & Waqf fundraising web app, HRIS, and Accounting app.**
- **Collaborated with Developers** for Seamless Implementation. Worked closely with a team of 4 developers to ensure technically feasible and high-quality digital products.

INSAN BUMI MANDIRI - BANDUNG, INDONESIA

Head of Strategic Communication ***Jun – Sep 2020***

- Develop and execute comprehensive **communication strategies** that align with marketing objectives, **contributing to media and influencers publication management.**
- Lead a dynamic team of communication professionals, fostering a collaborative and results-driven culture.
- Successfully navigated and managed communication during selected marketing campaign

Email Marketing Specialist ***Des 2019 – Jun 2020***

- Developed and executed **email marketing campaigns** that consistently achieved an **average open rate of 32%**, well above industry standards for NGOs.
- Increased email **click-through rates by 3%** through rigorous **A/B testing** and targeted audience segmentation.
- Successfully implemented drip campaigns that led to a **5% increase in conversion rates and a 3% growth in revenue.**
- **Collaborated with the analytics team** to establish KPIs and regularly reported on campaign performance.

Senior Graphic Designer ***May 2018 – Des 2019***

- **Led a High-Performing Design Team**. Managed the development of visual content aligned with the content marketing strategy.
- **Delivered Impactful Campaign Visuals**. Created designs that boosted engagement, conversions, and brand recognition.
- **Ensured Brand Consistency Across Platforms**. Collaborated with cross-functional teams to maintain cohesive visual identity.
- **Developed a Comprehensive Design Style Guide**. Standardized design elements to enhance consistency and efficiency.

DINAS PENDIDIKAN PEMUDA DAN OLAHRAGA - BANDUNG, INDONESIA

Freelance Event Video Producer ***Mar 2016 – Nov 2018***

- Created **Visual Branding for Youth Communities** in Bandung. **Designed promotional materials** and **visual identities** for youth-focused events and initiatives, enhancing community engagement and visibility.
- **Documented Events** Organized by the Department. Captured key moments and **created visual content for various events**, ensuring high-quality documentation for internal records and public outreach.

GIMB ENTREPRENEUR SCHOOL - BANDUNG, INDONESIA

Freelance Video Producer ***Nov 2016 – Dec 2017***

- **Documented Events and Workshops.** Captured and produced visual content for events and workshops, ensuring high-quality documentation for promotional and educational purposes.
- **Collaborated to Produce Educational Contents.** Created and shared valuable entrepreneurship insights and materials to engage and educate the audience.

EDUCATION

TELKOM UNIVERSITY - BANDUNG, INDONESIA

Bachelor of Computing, Informatics Engineering ***2012 – 2018***

Relevant Coursework: Software Engineering; Programming; Human-Machine Interaction

SKILL

DESIGN

User Experience, Interaction Design, User Interface, Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups.

RESEARCH

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy.

VISUAL DESIGN

Social Media Design, Digital Campaign Design, POSM & Print Design, Photo Retouching, Brand Identity, Typography & Layout, Motion Graphic, Content Creation, Brand Guidelines, Iconography, Web Design, Stylesheets and Guidelines.

SOFTWARE

Figma, Framer, Elementor, Miro, Maze, Zeplin, After Effects, Illustrator, Photoshop, Affinity, Blender, Capcut, Notion, Craft, Jira, Trello, Discord, Slacks.

AI-ASSISTED WORKFLOW

ChatGPT, Claude, Gemini, Antigravity, Dreamina.

CERTIFICATION

- **LottieFiles for Figma Certification —** LottieFiles
- **Foundation of User Experience Design —** Google by Coursera
- **Start the UX Design Process: Empathize, Define, and Ideate —** Google by Coursera
- **User Experience Design Fundamentals —** Udemy
- **UI/UX Masterclass —** Teknologi.id
- **Experience Design** — Lingkaran.co

TEACHING & MENTORSHIP

- **Content Creation Trainer** — Peopleshift for PT. Darya Varia Laboratoria Tbk
- **Design System Mentor** — Gizalab for BTPN Syariah
- **Usability Testing Trainer** — Guest Lecture for FEB UNPAD
- **Smartphone Photography Trainer** — Ruang Talenta for Bandung City Council Members