



Alfian Imanuddin

Product Designer

Senior Product Designer with 6 years of experience specializing in fintech and on-demand services. Passionate about creating seamless and scalable digital experiences through design, collaboration, and strategic problem-solving.

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🌐 <https://alfian.design>

📄 alfianimanuddin

Skills

- UI/UX Design
- Advance Prototyping
- Design System
- Vibe Code
- Framer Development
- Front-end Design
- Stakeholder Management
- Research

Tools

- Figma / Figjam / Sketch
- Framer Web
- Protopie / Jitter
- After Effects
- Claude Code / VSCode / Git

Education

Open University (Ongoing)

Information Systems



Senior Product Designer I

Sep 2023 - Present

- **Problem Alignment & Strategy**
 - Collaborated with Product Managers, Tech Leads, and Business Development to define problems and explore future enhancements for customers and business needs.
- **Cross-functional Collaboration**
 - Worked with UX Writers, Illustrators, and Researchers to refine and test designs, ensuring a seamless payment and transfer experience. Partnered with engineers for accurate implementation.
- **Product Improvement**
 - Led feature enhancements across multiple products and proposed initiatives to drive customer and business impact.
- **Design System**
 - Enhance the current design system of Flip.



Senior Product Designer

Jun 2023 - Sep 2023

- **Product Improvement**
 - Audit the current BRImo App to find the current UX issues, do a competitive analysis and create design proposals for the team.
- **Cross-functional Collaboration**
 - Partnered with Designers, UX Writers, and Researchers to refine and test innovative investment experiences.



Product Designer II

May 2022 - Jan 2023

- **Problem Alignment & Strategy**
 - Worked with Product Managers and Tech Leads to define challenges and explore enhancements for customers, merchants, and business operations.
- **Cross-functional Collaboration**
 - Partnered with Designers, UX Writers, and Researchers to refine and test innovative promo experiences.
- **Product Improvement**
 - Worked across multiple teams to align on strategic feature upgrades and enhancements.
- **Process Optimization**
 - Spearheaded design process improvements based on feedback from stakeholders and team members.



Interaction Designer I & II

Jan 2020 - May 2022

- **User Interface Design:** Designed user interfaces for key Gojek products, including GoFood, GoTransit, and GoPay.
- **Prototyping & Handover:** Developed prototypes to streamline testing and improve the handover process for engineers.
- **Design System:** Maintained, adopted, and contributed to the Gojek Design Systems. Also created the website for Asphalt Aloha Design Systems (v2 of Gojek Design Systems): asphalt.gojek.io.