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Indonesia

"Turning ideas into meaningful digital products."

CORE SKILLS

Language

English · Arabic · Indonesia · Malaysia

Product & UX

Product Strategy · UX Research · User Flow · Information Architecture · Wireframing · UI Design · Interaction Design · Prototyping · Design Systems · Usability Testing

AI & Development

AI Product Design · AI UX · Vibe Coding · Frontend Development · No-Code / Low-Code · Rapid Prototyping · HTML / CSS · JavaScript · Git / GitHub

Tools

Figma · Framer · Adobe Suite · Bubble · Lovable · Claude · Higgsfield · Notion · VS Code

INDUSTRIES

AI & SaaS · Fintech · Education · Recruitment · Marketplace · Travel · Sports · E-commerce · Business · Consumer Apps

// 2026

Human-Centered Products.
Real-World Impact.

Ariq Arvyan.

Senior Product Designer · UI/UX Designer · AI UX Designer

Product Designer with 7+ years of experience designing and building digital products across web, mobile, SaaS, AI, fintech, education, and marketplace platforms. Experienced in user research, UX strategy, user flows, wireframing, prototyping, design systems, and high-fidelity UI design. Specialized in AI UX and AI product design, with hands-on experience using AI-assisted development and vibe coding to rapidly prototype and build websites and applications.

WORK EXPERIENCE

SANTAI TECHNOLOGY
2024– 2025

UI/UX Designer · Web Product Lead

Designed the digital experience for SantaiMoto across web and mobile, while leading the website end-to-end from UX and UI design through frontend development, deployment, and successful launch.

- Led the website end-to-end, from UX strategy and high-fidelity UI design to frontend development, deployment, and going live.
- Designed the mobile app experience, creating intuitive user flows and interfaces focused on usability and seamless rental journeys.
- Collaborated directly with the CEO and developers to translate business goals into engaging digital products and deliver solutions aligned with user and business needs.

OTHELLO PAW CARE
2025– 2026

UI/UX Designer · Frontend Developer · Team Lead

Led product design and frontend development for a pet care platform, solving complex scheduling, payment, employee management, and customer service workflows through a unified digital experience.

- Designed end-to-end UX and UI to simplify scheduling, payments, employee setup, and customer service workflows for both staff and customers.
- Led the team throughout product development, aligning product requirements, design, frontend, and backend to ensure a smooth and successful product launch.
- Translated complex operational challenges into intuitive user flows and scalable interfaces that improved how the business managed employees, services, bookings, and customer interactions.
- Successfully delivered and launched the product with strong satisfaction from the CEO and stakeholders.

PT SURYA BUMI RETAILINDO
2024– 2026

UI/UX Consultant & Product Designer

Led UI/UX and product design across multiple digital products including Cyclopedia, OER (One Eighty Run), and SBR Life, transforming complex business requirements into intuitive, scalable, and high-quality digital experiences.

- Led the design of 30+ features across web, mobile, and internal systems, improving usability, workflow efficiency, and consistency across diverse user roles.
- Shaped product strategy, UX architecture, and feature priorities through strategic consulting and close collaboration with stakeholders.
- Collaborated closely with developers to deliver polished, scalable products that improved operational workflows and overall user experience.

SAFERIGHT TRAINING ACADEMY
2026

UI/UX Designer · Frontend Developer · Team Lead

Led the end-to-end design and frontend development of a web-based training and certification platform for Australian construction workers, while leading the team to maintain product alignment throughout development.

- Redesigned the platform's UX and UI to simplify complex workflows, improve information clarity, and create a more intuitive experience tailored to Australian users.
- Led the team throughout product development, aligning design, frontend, backend, and business requirements to ensure a consistent direction and successful product delivery.
- Translated complex training, certification, and course-purchasing requirements into clear user flows and scalable digital experiences.
- Successfully launched the platform, receiving strong recognition from the CEO and Project Manager for its usability, design quality, and overall product experience.

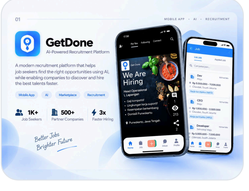
RAJANOBAR.ID
2026

UI/UX Designer

Designed the web-based football voting platform from scratch, creating an engaging experience where users vote, earn points, compete on leaderboards, and receive rewards while driving engagement for RajaNobar venues.

- Designed the complete product experience from user flows and information architecture to high-fidelity UI across the web-based platform.
- Collaborated directly with the CEO and development team to translate business goals into engaging product experiences and deliver the platform from concept to launch.
- Helped the startup acquire 2,000+ users within its first two months and contributed to increased engagement at RajaNobar venues across major cities.

SELECTED PROJECTS







EDUCATION / 05

STDI Imam Syafi'i Jember – Islamic Family Law
Bachelor's Degree
2021 — 2026

CERTIFICATIONS & ACHIEVEMENTS / 06

- Completed various product design & AI courses
- Led design teams in international and local projects
- Featured works recognized by clients and users
- Continuous learner in AI and emerging technologies

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Better Products. A Kinder Internet.