

SEPTA - SENIOR PRODUCT DESIGNER & NO-CODE BUILDER

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience crafting enterprise SaaS, fintech treasury consoles, mobile attendance workflows, and conversion-focused Framer & Webflow experiences.

WORK EXPERIENCE

1. UI/UX Designer - PT. Bee Solution Partners [May 2023 - Present | Bandung]
Spearheaded BAS Mobile attendance & timesheet platform, achieving 100% compliance & <10s check-in.
2. Senior Product Designer & No-Code Developer - Upwork Freelance [Feb 2024 - Present | Remote]
Delivered SaaS web apps, tokenized design systems, and Framer/Webflow sites for global startups.
3. Product & Brand Designer - Bikbuk [Jan 2021 - Jan 2022 | Bandung]
Designed digital reading interfaces, checkout flows, and visual brand systems.
4. Graphic Designer - Laris Motor [Jan 2019 - Dec 2020 | Garut]
Produced promotional campaigns and brand identity materials.

CORE CAPABILITIES

- Product Architecture, Information Architecture, User Journey Mapping, Usability Benchmarking
- Design Systems, Figma Variables, Multi-Brand Tokens, WCAG AAA Accessibility
- No-Code Development [Framer, Webflow], Next.js & Tailwind CSS Engineering Handover