

Rizki Rahardiputra

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SUMMARY

Product Designer with 2+ years of experience delivering intuitive and accessible digital products for both government and private sectors. Skilled in end-to-end UX processes—from user research and wireframing to prototyping and usability testing. Strong collaborator with engineers and stakeholders, passionate about solving real-world problems through design thinking and usability-driven solutions.

EXPERIENCE

Solusi Teknologi Kreatif

Product Designer

Apr 2022 – Present

- Leading the design of Bifrost, a full-featured API Management Marketplace platform developed in-house.
- Designed and iterated on key user experiences, including API dashboard, admin portal, and publisher portal.
- Spearheaded the end-to-end design of Hemdal, an AI-powered omnichannel sentiment analysis and crisis management platform for a leading BUMN Bank.
- Designed a scalable Command Center that translates massive social media and news data into actionable AI-generated insights and real-time Telegram alerts.
- Drove product strategy from competitor benchmarking to go-to-market execution, creating a flexible SaaS subscription UI and a benefit-driven landing page.
- Conducted UX research, prototyping, and stakeholder alignment to continuously improve platform usability.
- Collaborated with internal teams to support product growth and scalability.
- Successfully supported partnerships with Kemendagri and multiple private companies.

Productzilla

UI/UX Designer

Feb 2023 – 2024

- Designed responsive web interfaces for internal platforms using Figma and design systems.
- Conducted UX research, user interviews, and usability testing to validate user flows.
- Collaborated cross-functionally with engineers and stakeholders to align business goals with user needs.
- Facilitated design critiques and presented UX insights to leadership for data-driven decisions.

Visual Designer

Jan 2023 - 2024

- Created social media content tailored to brand identity and audience behavior.
- Delivered visually engaging layouts, compositions, and color systems.
- Produced marketing collateral and collaborated with initiatives including MSIB Kemendikbud.
- Contributed to brand copywriting across various campaigns.

Telkom Indonesia x Kementerian Investasi

UI Designer

Jun 2022 – Jan 2023

<https://oss.go.id>

- Redesigned digital interfaces for national licensing & investment monitoring systems.
- Conducted heuristic evaluations and proposed user-friendly revamps.
- Audited typography and color systems to ensure consistency with national branding.
- Developed high-fidelity prototypes for stakeholder testing and implementation.

PT. Bank Tabungan Negara (BTN)

Intern Staff Branch Consumer Funding Unit

Jan 2020 – Mar 2020

- Supported IT operations and ensured system functionality for branch consumer unit.
- Designed marketing materials for financial products and campaigns.
- Engaged in early-stage customer acquisition and UMKM merchant onboarding.

Balai Pengkajian Teknologi Pertanian (BPTP) Yogyakarta

Intern Staff Public Information and Network

Jun 2019 – Jul 2019

- Assisted in web redesign to improve content accessibility and mobile responsiveness.
- Performed regular site maintenance and documentation of institutional programs.

EDUCATION

Telkom University <i>Associate's degree, Information System</i>	<i>Aug 2017 - Aug 2020</i>
Binus University <i>Information System</i>	<i>Sep 2024 - Present</i>

Certification

IPC 2025 - Apiary Academy <i>Certificate ID: e574fa3d-9ae5-4da2-9d71-03a37042b473</i>	<i>Okt 2025</i>
Build Wireframes and Low-Fidelity Prototypes - Google <i>Certificate ID: D6FIMXYOHSC4</i>	<i>Sep 2025</i>
Conduct UX Research and Test Early Concepts - Google <i>Certificate ID: CC1OL14DUCXC</i>	<i>Sep 2025</i>
Foundations of User Experience (UX) Design - Google <i>Certificate ID: TV2CCTA1Q9DA</i>	<i>Agu 2025</i>
Start the UX Design Process: Empathize, Define, and Ideate - Google <i>Certificate ID: Q65VNQDGFE1W</i>	<i>Agu 2025</i>
UX Designer Certificate – Productzilla Academy <i>Certificate ID: BC010401UX</i>	<i>Dec 2020</i>

INVOLVEMENT

PamTKIa (Paseduluran Mahasiswa Trah Klaten) <i>Vice Chairperson & Staff</i> Led event publication for PERFECTO 2.0 and coordinated with Telkom University outreach.	<i>2017–2020</i>
UKM Photography Telkom University <i>Member</i> Participated in weekly photo-hunting events and editorial curation.	<i>2017–2020</i>

SKILLS

- Design & Prototyping:** Figma, Adobe Photoshop, Illustrator, Lightroom, Frammer, Vector Design
- UX Research & Evaluation:** User Interviews, Wireframing, Usability Testing, Heuristic Evaluation
- Web & Visual:** Interaction Design, Web Design, Mobile Prototyping, Layout Design
- Others:** Critical Thinking, Prompt Engineering, Copywriting, Wix