Aryamaulana Wibisono

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Profile

Product Designer with a deep expertise in design systems and accessibility, dedicated to creating intuitive, WCAG-compliant user experiences. Over 5 years of experience optimizing workflows in collaborative environments and utilizing Figma to build scalable design frameworks. Recognized for driving cross-functional alignment and producing high-quality, user-centered designs that elevate product engagement and business impact.

Work Experience

Indonesia Crypto Network
Product Designer & Creative Strategist | November 2021 - Present

- Led a WCAG-compliant redesign of Coinvestasi's website, introducing high-contrast elements and ARIA labels to boost accessibility, resulting in a 15% increase in lead generation and a 30% decrease in bounce rate by prioritizing inclusive and engaging user experiences.
- Employed Google Analytics to evaluate performance metrics like bounce rates and retention, using insights to drive targeted design enhancements, yielding substantial site engagement growth.
- Conducted stakeholder workshops post-design phase, integrating feedback to align designs with accessibility and industry standards, enhancing user-centricity and design alignment.
- Resolved logo inconsistencies by creating a cohesive solution that adhered to design standards, meeting stakeholder expectations and unifying brand identity across digital assets.
- Directed high-fidelity design phase with Figma, ensuring cross-platform visual consistency while addressing late-stage revisions, maintaining UX enhancement focus amidst production challenges.
- Conducted an Instagram-based post-redesign survey, garnering 72% positive feedback from users, validating design success, and identifying potential areas for continued improvement.
- Developed a robust Figma design system with modular, reusable components and dynamic layouts, reducing iteration time by 20% and enabling seamless integration across design, marketing, and product teams for efficient cross-departmental workflow.

PT. 8 Villages Indonesia
Product Designer | August 2021 - November 2021

- Standardized UI components across 20+ screens through a flexible design system, ensuring consistency and WCAG compliance across desktop and mobile interfaces, which improved navigation clarity and usability by 40%..
- Partnered with project managers and developers to validate screen flows and ensure design alignment with product goals, streamlining feature implementation.
- Enhanced cross-functional communication, accelerating feature implementation timelines and improving design alignment with development standards.
- Launched accessibility-driven features for the "Kampus Merdeka" partnership, increasing user accessibility by 40% and enhancing navigation functionality for seamless user experience.
- Collaborated with back-end developers to establish component libraries compatible with responsive layouts, streamlining UI handoff and improving workflow by 25%."

Godzillab
Product Designer | November 2020 - August 2021

- Transformed client briefs into scalable, user-centered designs using Figma components and prototyping tools, enhancing alignment with developers and reducing project delivery time by 25%.
- Coordinated daily remote team communication via Discord and Trello, aligning deliverables with developers and stakeholders, enhancing project alignment and efficiency.
- Managed iterative feedback process through project managers, adjusting designs to meet client specifications and contributing to high client satisfaction rates.
- Delivered high-fidelity designs using Figma and Adobe XD within project scope and deadlines, supporting a 90% success rate across client projects.
- Documented a comprehensive style guide and component usage handbook, enabling client-side teams to maintain brand integrity and design consistency post-handoff.

Freelance
Product Designer | May 2018 - November 2020

- Designed and developed 20+ websites across various industries under NDAs, consistently delivering high-quality results within agreed hourly timelines.
- Partnered with a global team of developers and designers to create user-centered designs, contributing to measurable business outcomes for clients across sectors.
- Independently managed project timelines and deliverables, utilizing tools like Asana and Trello to ensure scope alignment and exceed client expectations.
- Created responsive web designs optimized for cross-device compatibility, leveraging tools like InVision and Zeplin for feedback to align closely with client vision.
- Implemented flexible design systems tailored to client brand standards, ensuring efficient design handoff and alignment across global teams.
- Ensured all designs adhered to WCAG standards for inclusivity, resulting in consistently accessible, user-centered experiences across client projects.

Batu Web Design
Web Designer Internship | February 2017 - May 2018

- Developed foundational front-end skills, focusing on HTML, CSS, and JavaScript to create user-friendly interfaces that aligned closely with development needs.
- Designed and implemented websites according to modern standards, improving site load times and performance by 20% through optimized front-end practices.
- Partnered with senior front-end developers to adopt best practices in responsive design and CSS structuring, enhancing developer handoff and integration.
- Applied HTML, CSS, and JavaScript to develop responsive websites that prioritized usability and compatibility across devices.
- Supported debugging processes, ensuring design elements aligned with user experience goals through close collaboration with developers.

Educations

Bachelor of Science in Information Systems | Universitas Terbuka
August 2024 – Present

Skills

Design Tools

Figma, Adobe XD, Sketch, Protopie, Balsamiq, Adobe Photoshop, Adobe Illustrator, Zeplin, InVision

Collaboration Tools

Slack, Mattermost, Discord, FigJam, Jira, Asana, Notion

Technical Skills

Design Systems, Prototyping, Low to High Fidelity Design, Branding Guidelines, Information Architecture, Wireframe, UI Design, Design Systems Management, Accessibility (WCAG Compliance)

Languages

Indonesian (Native), English (Conversational, TOEIC Score: 660)

Certifications

- Google Foundations of User Experience (UX) Design
- PixelNinja UX Research 101

Works

- Coinvestasi
- Indonesia Crypto Network
- Coinfest Asia
- 2022 Coinfest Asia
- 2023 Coinfest Asia
- 2024 Coinfest Asia
- Fakultas Peternakan Universitas Brawijaya
- Psikologimu
- Boymaxwell
- Web3Weekend
- ETHSea
- Dribbble | Behance | Layers
- Proudest work | Portfolio