

Arianti Silvia

Senior Product Designer

Jakarta, Indonesia (GMT+7) - Open to relocation

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10+ years of experience crafting user-centered digital products and design systems. Proven track record in leading and managing cross-functional teams, conducting user research, and delivering impactful solutions for B2B and B2C products.

Product & Design Strategy - [Exoult](#) (Design Studio)

Jakarta (Hybrid) - 2011 – Present

- Led and consulted on complex B2B & B2C applications and developer tools across various industries (fintech, automotive, AR)
- Developed rapid prototyping workflows for technical product validation and implemented design systems and documentation for B2B & B2C clients

Senior Product Designer - [McKinsey & Company](#) (Consulting - B2B & B2C)

Jakarta (Hybrid) - Full-time, Jun 2022 – Jul 2024, [laid off due to global restructuring](#)

- Led & managed 5 designers for end-to-end cross-functional collaboration design of complex B2B commerce platforms in Southeast Asia
- Increased project delivery speed by 20% through architecting and prototyping an AI-integrated 3D geospatial mapping tool for the Middle East
- Created innovative AR interaction patterns for complex technical workflows, through data-driven IoT platform design for EVs

Senior UI/UX Designer - [Oddle](#) (F&B - SaaS/B2B)

Singapore (Remote) - Contract, Apr 2022 – Jun 2022

- Increased team productivity by 15% through a multi-brand design system revamp and scalable component libraries for complex enterprise applications
- Recruited, led, and managed designers through standardized designer workflows

Product Designer - [EngageRocket](#) (HRTech - SaaS/B2B)

Singapore (Remote) - Contract, Oct 2021 – Mar 2022

- Achieved a 20% increase in adoption by designing new product modules
- Led user research for technical feature optimization

Product Designer - [Stemly](#) (Supply Chain & Finance - SaaS/B2B)

Singapore (Remote) - Full-time, May 2020 – Oct 2021

- Reduced design inconsistencies by 30% by establishing Design System v1
- Created intuitive interfaces for complex data visualization features
- Implemented design patterns balancing technical constraints with user needs

Senior UX Designer - [Vrbo](#) (Travel - B2C)

Singapore (On-site) - Full-time, Jan 2020 – May 2020, [COVID-19 mass layoff](#)

- Redesigned currency selector focusing on global accessibility
- Improved price-range filter, reducing drop-off rates by 15% through rapid prototyping for feature validation

Product Manager - [Brankas](#) (Fintech - SaaS/B2B)

Jakarta (Hybrid) - Full-time, May 2019 – Jan 2020

- Led and designed developer-focused APIs and SDKs with documentation
- Led white-label fintech solution development that won a runner-up at the Singapore Fintech Festival 2019

Senior Product Designer - [Workmate](#) (Workforce Management - SaaS/B2B)

Jakarta (On-site) - Full-time, Jun 2018 – Apr 2019, regional mass-layoff

- Increased adoption by 20% by launching localized app versions for the Thailand market
- Improved user retention by 35% by leading the redesign of Workmate v2
- Implemented technical documentation for cross-platform consistency

Lead Designer - [EMTEK Group](#) (Healthcare, Publishing, Entertainment - B2C)

Jakarta (On-site) - Full-time, Mar 2016 - Jun 2018

- Increased overall user engagement by 25% by leading the [KlikDokter](#) app design
- Established a cross-platform design system (healthcare, publishing)
- Mentored 2 designers on technical implementation
- Improved content interaction by 30% by launching [Vidio](#)'s "Live" feature
- Implemented complex media streaming features for [Liputan6](#)

UI Designer - [Happy5](#) (HRTech - SaaS/B2B)

Jakarta (On-site) - Full-time, Oct 2014 - Feb 2016

- Designed HR management apps for iOS & Android
- Created an enterprise dashboard for HR analytics
- Implemented user-centered design process for B2B workflows

Product Designer - [Moka POS](#) (Fintech - SaaS/B2B)

Jakarta (Hybrid) - Full-time, Jul 2014 - Nov 2014

- Improved adoption by 20% by designing iPad, Android, and web apps
- Created technical documentation for the development team
- Implemented rapid prototyping workflow

Skills:

Design: Product (UI/UX) Design, Interaction Design, Design System, Leadership

Technical: HTML, CSS, JavaScript (NextJS/ReactJS)

Tools: Figma, Adobe, Miro, Jira, Linear, Pitch, LottieFiles, VS Code, Jitter, Framer

Process: Research, Prototyping, Journey Mapping, Cross-functional Collaboration

Education:

Bachelor's Degree, Informatics Engineering - [Brawijaya University](#)