ANDI YUSUP SINAGA

SENIOR UI/UX PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with over 9 years of cross-functional experience across mobile app design, enterprise web platforms, and front-end development. Strong critical thinker focused on proactive problem identification and user-centered design solutions. Adept at bridging design concepts with technical execution using Figma, HTML, CSS, and Vue.js. Excellent communicator with a proven track record of leading design teams and collaborating closely with Product Managers and Developers.

SKILLS & CORE COMPETENCIES

Design & Prototyping:	Figma, Whimsical, Wireframing, Lo-Fi & Hi-Fi Design, Design Systems, Mobile & Web UI/UX
Research & Testing:	Usability Testing, User Interviews, Market Visits, Problem Definition, Design Thinking
Front-End & Tech:	HTML5, CSS3, Vue.js, Odoo ERP, Responsive Design, QA Manual Testing
Leadership & Tools:	Team Leadership, Cross-Functional Collaboration, Client Management, Agile/Jira Task Management

WORK EXPERIENCE

UI/UX Designer — **Oldo Digital (MyTelkomsel App Official Vendor)** **May 2025 – Present**

- Lead the UI/UX revamping process for the MyTelkomsel App Onboarding flow and Homepage to enhance user engagement.
- Conduct field market visits and structured user interviews to gather direct user feedback and refine design solutions.

UI/UX Designer — **Bumipa Medika Indonesia** **Aug 2024 – Apr 2025**

- Analyzed business requirements and designed end-to-end ERP application solutions tailored to company workflows.
- Collaborated with developers to successfully implement custom UI/UX designs into the Odoo ERP Application.

Freelance Designer & QA Tester — **Self-Employed** **Feb 2024 – Aug 2024**

- Served as Lead Designer for the HalalFi Blockchain Project, crafting user-centric Web3 interface designs.
- Executed QA manual testing for the iSafe Project, ensuring feature reliability and compliance with design specifications.

Senior Product Designer — **Pashouses** **Nov 2022 – Jan 2024**

- Owned and managed all digital design executions across desktop and mobile platforms.
- Partnered with Product Managers to identify hidden UX friction points and prioritize design solutions.
- Led the internal design team, facilitating daily task delegation, design reviews, and backlog ticket management.

WORK EXPERIENCE (CONTINUED)

Senior UX Designer — **Nadi Healthcare Malaysia (Overseas)** **Mar 2022 – Nov 2022**

- Architected wireframes and low-fidelity prototypes for key healthcare features and operational modules.
- Organized usability testing sessions to analyze user cognitive models and refine navigation pathways.
- Handled hands-on developer handoff and technical alignment to ensure high-fidelity UI implementation.

UI/UX Designer — **Dasa Aprilindo Sentosa** **Feb 2021 – Mar 2022**

- Led the mobile application design team for the National Logistics Ecosystem (NLE) Indonesia mobile apps.
- Designed the end-to-end desktop web platform for the NLE ecosystem, optimizing logistics workflows.

UI/UX Engineer — **Traval.co** **Feb 2020 – Jan 2021**

- Redesigned and rebuilt core platform features across desktop and mobile touchpoints to boost conversion.
- Developed and implemented a new custom Trip Filter feature for public users.

UI/UX Designer & Developer — **Tirto.id** **Dec 2017 – Jan 2020**

- Contributed to the complete site redesign of the Tirto.id desktop publishing platform.
- Designed and front-end developed interactive Visual Reports for investigative journal stories.

Front End Developer — **PT Sumber Karya Coprinos** **Jul 2016 – Dec 2017**

- Designed and developed the E-Kinerja application for the PUPR Ministry project as UI/UX & Front End Engineer.
- Built the Hospital Information Management System (SIMRS) interface for RSUD Suradadi.

Team Leader IT Operational — **IBM Indonesia** **Jun 2012 – Jul 2016**

- Supervised daily IT operations, technical support teams, and 3rd party vendors.
- Managed and communicated change requests for IBM IGA Indonesia to IGA ASEAN regional stakeholders.
- Administered AIX server operations and maintained critical backup systems for IGA servers.

EDUCATION

University of Indonesia — Computer Science **Jan 2012 – Jun 2016**

State Polytechnic of Jakarta (PNJ) — Telematika **Sep 2008 – Jun 2011**

CEP CCIT FTUI — Software Engineering **Sep 2008 – Jun 2010**