



Nugraha Eka Putra

UI/UX Designer · 6 Years Experience

CONTACT

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SKILLS

- User Research
- Benchmarking
- Usability Testing
- Wireframing & Prototyping
- UI Design
- UX Writing
- Analytical & Critical Thinking
- Cross-functional Collaboration
- Problem Solving

TOOLS

- Figma
- Whimsical
- Notion
- Jira
- Adobe XD
- AI tools for research & ideation

EDUCATION

User Experience Design

Tiket UX Team & Sailendra Institute · 2019

Bachelor of Public Administration (Tax)

STIAMI Institute · 2013

PROFILE

UI/UX Designer with 6+ years of end-to-end product design experience, from user research and problem framing through wireframing, prototyping, and post-launch analysis. I also write my own UX copy, it makes fewer handoffs and tighter end-to-end ownership. Solving complex problems with thoughtful design and data-driven decisions.

EXPERIENCE

UI/UX Designer

Hangry (F&B Tech - Multi-Brand Delivery Group)

Dec 2019 - Present · 6 years

- **Loyalty Landing Page Redesign** → **76% growth in new loyalty program users** (11.624 to 20.476 in 3 months post-launch). Design PIC: user research, flow redesign, UI, copy, and post-launch analysis
- Owned design for the **Hangry App** → multi-brand ordering with cashback loyalty across 15+ brands and 100+ outlets. Involved from initial brainstorming and early ideation
- Internal tools **Admin Dashboard** → a cross-platform ops tool for managing outlet operations. Involved from initial brainstorming and early ideation
- Collaborated daily with product and engineering team, including feasibility reviews to ensure designs were technically sound before handoff

UI/UX Designer

Global Village Indonesia (AgriTech Platform)

May 2019 - Nov 2019 · 7 months

- Designed the Global Village mobile app. A platform connecting farmers directly to consumers, eliminating intermediaries
- Drove the full design process; problem definition, wireframing, prototyping, hi-fi design, and usability testing