

About Me

Product designer with over 6 years of experience in UI/UX Design. Focused on solving problems creatively through design. From ideation to pixel-perfect execution with understand the constraints, the context, and the people behind it. Using data and empathy to guide every design decision.

Over the past 6 years as a product designer, I've mostly worked on operational and business problems, where the goal is to reduce costs, improve operational processes, and provide clarity within complex data.

Bekasi, West Java 

+62 81314540253 

nugrahaekaputra.id@gmail.com 

[linkedin.com/in/nugrahaekaputra/](https://www.linkedin.com/in/nugrahaekaputra/) 

www.putranugra.com 

Skills

DESIGN

User research, Usability testing, Design system, Wireframing, Prototyping, UI/UX design, Web design, Mobile App design, Human-centered design, User flow, User journey, UX writing

SOFT

Analytical & critical thinking, Cross-functional collaboration, Stakeholder management, Problem solving, Adaptive, Initiative, Communicative

TOOLS

Figma, Whimsical, Adobe XD, Sketch, Notion, Jira, Linear, Shortcut, AI-assisted research and rapid prototyping

LANGUAGE

Indonesian (native), English (Intermediate)

Certification

USER EXPERIENCE DESIGN

Tiket.com & Sailendra Institute — 2019

Education

PUBLIC ADMINISTRATION (TAX)

STIAM I Institute — 2008-2012

Experience

PRODUCT DESIGNER

Hangry (Jakarta) · December 2019 — July 2026

F&B tech company. Multi-brand virtual restaurant

Conducted research to deeply understand Hangry’s brand identity and business direction, then translated it into a cohesive UX covering how users onboard into the Hangry App and discover its core features.
Impact → 100K+ downloads with a 4.9 star rating at Play Store

Redesigned the registration funnel for Hangry’s loyalty program, removing the friction blocking conversion. Simplified how users join, collect points, and engage with the reward mechanism.
Impact → 76% growth in new user registration within 3 months post-launch

Designed & planned from scratch multiple modules (over 7 modules) for Hangry Internal Ops Dashboard.
Impact → Successfully eliminated reliance on 3rd party applications, significantly reducing operational subscription cost

Mapped out two alternatives flows for replacement order module (part of Internal Ops Dashboard), presented trade-offs to the PM, Engineers, and stakeholders, and identified a cost constraints the original proposal had missed. The direction shifted based on that input.
Impact → Replacement order processing became 70% faster, fully shipped and adopted by the Customer Experience team

Embedded in a cross-functional team, working daily with product & engineering, running feasibility reviews before handoff to ensure designs shipped as designed.

UI/UX DESIGNER

Global Village (Bandung) · May 2019 — November 2019

Agri-tech platform with mobile app product

Led end-to-end design for a farmer to consumer mobile platform (mobile app), covering problem definition, user research, user flow, wireframing, UI/UX design, and usability testing. I directly engaged with users — farmers and several customers (buyers of their products) to conduct user research and usability testing.

Unfortunately, the product was discontinued before launch due to company closure.