

Nugraha Eka Putra

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UI/UX Designer (Product Designer) with over six years of experience building digital products, from consumer apps to internal operations tools. Before design, I worked as a copywriter and technical writer for an ERP software company, which shaped how I approach problems: I understand complex systems, I write my own UX copy, and I treat clarity as a design decision, not an afterthought. I work from the business and user problem first, and the interface second.

PROFESSIONAL EXPERIENCE

UI/UX Designer

Hangry · F&B Tech Company (Multi-Brand Virtual Restaurant)

Dec 2019 - Present

- Loyalty Landing Page → Identified the real friction points behind the decline in new user registrations for Hangry's loyalty program through user interviews. Redesigned the experience of how users collect loyalty points. **Result: 76% growth in new user registration within 3 months post-launch.**
- Hangry App First Launch → Conducted research to deeply understand Hangry's brand identity and business direction, then translated those findings into a cohesive user experience covering how users onboard into the Hangry App and discover its core features. **Result: 100K+ downloads, 4.9 stars on Google Play.**
- 6+ Hangry Internal Tool Modules → Designed from scratch multiple modules including Menu Template, Outlet On/Off, Kitchen Display System for Checker, Watchtower, etc. **Result: Successfully eliminated reliance on 3rd-party applications, significantly reducing operational subscription cost.**
- Internal Ordering Module → Designed a structured ordering system to replace a manual POS process that was highly prone to missing items. **Result: This module now handles 150+ food replacement orders and 600+ Key Opinion Leader (KOL) orders per month.**
- Version Tracker Module → Designed a centralized version management tool (for POS) to replace a fragmented process that required IT Support team to remote into each outlet individually. **Result: Eliminated the need for per-outlet remote access, streamlining version updates across all locations.**
- Embedded in a cross-functional team, working daily with product and engineering, running feasibility reviews before handoff to ensure designs shipped as designed.

PROFESSIONAL EXPERIENCE

UI/UX Designer

Global Village · AgriTech Platform

May 2019 - Nov 2019

- Led end-to-end design for a farmer-to-consumer mobile platform, covering problem definition, user research, wireframing, hi-fi design, and usability testing. The product was discontinued before launch due to company closure.

SKILLS & OTHER

- Skills: User Research, Usability Testing, Information Architecture, Interaction Design, Design Systems, Wireframing, Prototyping, Mobile-first Design, UI/UX Design, Product Design, UX Writing, Competitor Benchmarking, Analytical & Critical Thinking, Cross-functional Collaboration, Stakeholder Management
- Tools: Figma, Notion, Jira, Linear, Shortcut, Whimsical, ProtoPie, Adobe XD, AI-assisted Research & Prototyping
- Certifications: UX Design Certificate (Tiket.com UX Team & Sailendra Institute) · 2019
- Languages: Indonesian (Native), English (Professional Working Proficiency)

EDUCATION

Bachelor of Public Administration (Taxation)

STIA Mandala Indonesia (now STIAMI Institute)

2008 - 2012