

Nugraha Eka Putra — Product Designer

Phone: 081314540253

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

Email: nugrahaekaputra.id@gmail.com

Portfolio: putranugra.com

About me

Product designer with over six years of experience in UI/UX design. Focused on solving problems creatively through end-to-end product design process, from ideation to pixel-perfect execution. I always try to understand the constraints, the context, and the people behind it, using data and empathy to guide every design decision.

Experience

PRODUCT DESIGNER

Hangry (Dec 2019 - Present)

F&B tech company. Multi-brand virtual restaurant

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 → 4.9 stars with 100K+ downloads on Play Store

Loyalty Landing Page (Growth & Retention)

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. Result → 76% growth in new user registration within 3 months post-launch

Over 7 modules for Hangry Internal Ops Tool

Designed from scratch multiple modules including; Menu Template, Outlet Open/Close, Kitchen Display System for Checker Staff, Watchtower, etc. Result → Successfully eliminated reliance on 3rd party applications, significantly reducing operational subscription cost

Internal Ordering Module (Internal Ops Tool)

The brief came in with a proposed solution already attached. Instead of executing it directly, I mapped out two alternatives flows, presented trade-offs to the PM & engineers, and identified a cost constraint the original proposal had missed. The direction shifted based on that input. Result → 60–70% faster replacement order processing, fully shipped and adopted by the CE team

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

Experience

UI/UX DESIGNER

Global Village (May 2019 – Nov 2019)

AgriTech platform (mobile app)

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

Languages

Indonesian (native), English (Professional Working)

Tools

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

Design Skills

User Research, Usability Testing, Design System, Wireframing, Prototyping, Interaction Design, Layout & Information Architecture, UI/UX Design, Visual Design, Visual Hierarchy, Product Design, Web Design, Mobile App Design (Android/iOS), Design Thinking, Human-centered design, Growth & Conversion Design, Gamification & Rewards Design, Data-driven Design, User Flow & Journey Mapping, UX Writing, Hi-fi (High-fidelity) design, Enterprise Systems Design, Data-dense Interface Design, Workflow Design

Soft Skills

Analytical Thinking, Critical Thinking, Cross-functional Collaboration, Stakeholder Management, Communication Skill, Problem Solving, Strategic Thinking, Collaborative, Adaptive, Initiative, Innovative, Driving Alignment Across Teams

Certification

User Experience Design

Tiket.com & Sailendra (2019)

Education

Public Administration

STIAM Institute (2008 – 2012)