



Dea Niar Misdayuni

Senior Product Designer • Top Rated ADPList Mentor

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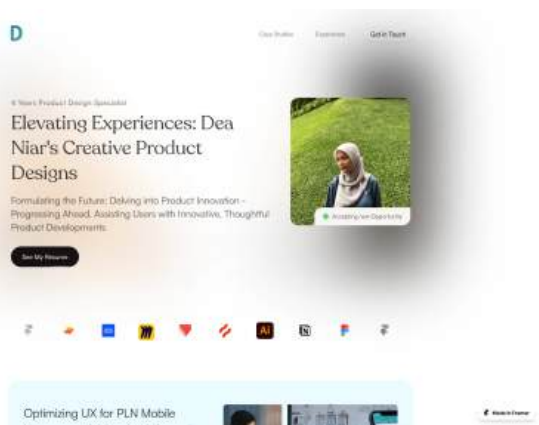
Website: deaniar.framer.website

I'm a Lead Product Designer at Simple (HRIS System) and Senior Product Designer at Alphabyte AI, Japan, with 5+ years of experience in product design. I've worked on complex applications and SaaS, including educational apps for children, ACI food delivery platform, and the BUM Desa dashboard with Indonesia's Ministry of Village Affairs.

I'm also a mentor at ADPList, helping others improve their UI/UX skills. I have a strong track record of collaborating with cross-functional teams, including Product Owners, Developers, and stakeholders.

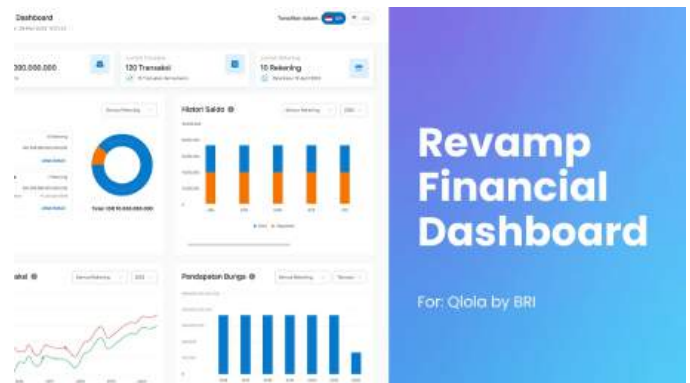


Portofolio



Website Portofolio

<https://deaniar.framer.website/>



Top Project - Revamp Financial Dashboard for Qlola BRI

[Link for Access](#)

Education

2017 - 2021

Politeknik Elektronika Negeri Surabaya

Department of Informatics Engineering, GPA 3.19 / 4.00

Working Experience

Senior Product Designer • Deemples • Full-time

- Led end-to-end revamp of the Game Creation Flow, resulting in **+17% revenue growth**, **+20% tee time increase**, and **3× more games created**
- Spearheaded app-wide redesign through a scalable **Design System** with reusable components, tokens, and documentation — accelerating iteration speed across mobile and web platforms
- Partnered with PM and data teams to analyze user behavior and validate design decisions, optimizing key user flows for **retention and engagement**
- Drove cross-functional collaboration with Developers, PMs, and CTO across the full design cycle — from discovery and wireframing to high-fidelity prototyping and developer handoff

April 2025 - Present

Senior Product Designer • Upwork • Freelance

- **Top Rated freelancer on Upwork**, recognized for consistently delivering high-quality design work with 5-star client satisfaction across **20+ international clients**
- Delivered end-to-end UI/UX design across startups and digital products, spanning mobile app and web platforms with measurable impact on conversion and user retention
- Built and handed off scalable **design systems and component libraries**, reducing design-to-development iteration time and ensuring visual consistency across platforms
- Applied **data-informed design methods** including user behavior analysis and usability validation to deliver improvements in engagement, task completion, and product adoption

January 2025- Present

Senior Product Designer • AlphaByte, Inc. • Freelance

- Designed user-friendly interfaces and innovative features to enhance AI-powered apps.
- Ensured seamless user experiences by prioritizing usability and functionality in app designs.

October 2024 - February 2025

Senior Product Designer • PT Bank Rakyat Indonesia (Persero) Tbk • Contract

- Innovated user-centric design initiatives for BRI's digital ecosystem (BRImo, BUM Desa x BRI, BRIPoin, QLOLA), improving user experiences for millions of users.
- Simplified BRImo features, including KAI ticketing, eSIM integration, and QRIS security, enhancing usability and driving adoption.
- Redesigned BRIPoin UI, resulting in a 90% increase in conversion rates on key pages, and collaborated with the Ministry of Villages to improve rural MSME accounting through BUM Desa x BRI.

September 2023 - July 2024

Product Designer • Niagahoster - Web Hosting Unlimited Indonesia • Full-time

- Collaborated with the Internal Tools Tribe (developers, PMs, APMs) to improve internal SaaS tools, resulting in a 20% increase in tool adoption.
- Designed user-centric solutions by addressing pain points, using research insights, which improved internal team productivity by 15%.
- Created engaging email campaign illustrations and clear copy, improving user engagement by 25%, and redesigned event landing pages on WordPress, leading to a 10% increase in conversions.

February 2023 - September 2023

UI Designer • Niagahoster – Web Hosting Unlimited Indonesia • Full-time

- Collaborated with cross-functional teams (UX Designers, Researchers, Writers, UI Engineers) to deliver user-focused products, resulting in a 15% increase in user satisfaction.
- Established and maintained a design system, ensuring consistency and improving design efficiency by 20%.
- Led high-fidelity redesigns for Niagahoster Academy and Niagahoster x KirimInAja, enhancing the user experience and increasing user engagement by 40%.

September 2022 - January 2023

Product Designer • ViuiT • Full-time

- Collaborated with PMs, developers, and stakeholders to enhance user experience, leading to a 20% increase in user retention through research, wireframing, and prototyping.
- Led user testing (usability, A/B, interviews) and monitored performance via Google Analytics, resulting in a 15% improvement in conversion rates.
- Designed visual assets (illustrations, icons) and created copy aligned with ViuiT's tone, improving user engagement by 10%.

September 2021 - September 2022

UX Researcher • PT Jogjakita Multi Andalan • Contract

- Developed and executed research plans using qualitative and quantitative methods for JogjaKita, resulting in a 15% increase in user engagement.
- Conducted surveys and interviews, updating user personas and journey maps, leading to a 20% improvement in feature adoption.
- Presented findings to leadership, identifying product improvements that contributed to a 25% boost in conversion rate.

June 2022 - July 2022

Mentor Experience

Mentor • adplist.org • Part-time

- Conducted 80+ mentoring sessions, providing guidance to aspiring professionals.
- Achieved an average satisfaction rating of 4.9/5 from mentees.
- Helped mentees with portfolio reviews, leading to successful job placements.

October 2022 - Present

UI UX Design Mentor • Alterra Academy • Part-time

- Guided aspiring designers through live sessions and 1-on-1 mentoring, helping them complete UI/UX mini projects.
- Provided constructive feedback on projects, enhancing mentees' design skills.
- Fostered a collaborative environment, encouraging idea-sharing and supporting mentees' progress.

May 2023 - May 2023

Training

Journey Mapping • Interaction Design Foundation (IxDF) • [See Credential](#)

This program focused on mastering the art of creating detailed user journey maps, enabling a deeper understanding of user experiences across touchpoints. The training emphasized identifying user pain points and opportunities to improve overall satisfaction and usability.

December 2023

Kelas Intensif UX Writing • UX Satnight Camp • [See Credential](#)

Specialized program focused on creating clear, concise, and user-centered copy for digital interfaces. The training covered principles of UX writing, including crafting microcopy, designing error messages, and optimizing call-to-action texts to enhance user experience and engagement.

December 2022

Foundations of User Experience (UX) Design • Coursera • [See Credential](#)

The course emphasized creating user-centered designs, understanding user needs, and applying design principles to deliver effective and engaging digital experiences. This certification laid a solid foundation for my journey as a UX designer, equipping me with essential skills to craft intuitive and impactful solutions.

July 2020

Technical Skill

- **UI/UX Design:** Proficient in Adobe Illustrator, Adobe XD, Marvel App, Zeplin, Figma, Principal, and After Effects.
- **Graphic Design:** Skilled in Adobe Illustrator and Adobe Photoshop.
- **Web Development:** Experienced in HTML, CSS, JavaScript, jQuery, Bootstrap, Materialize CSS, and PHP.

Languages

- **Bahasa Indonesia:** Native speaker, enabling seamless communication in diverse settings.
- **English:** Fluent, with the ability to engage in complex conversations and professional correspondence.
- **German:** Basic proficiency, capable of understanding and participating in simple dialogues.