

RIZQY ALI SYAIFURRAHMAN

UX/UI Designer

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Sidoarjo, Indonesia, 61256

WEBSITES AND SOCIAL LINKS

Portfolio: <https://syaiffolio.framer.website>

LinkedIn: <https://www.linkedin.com/in/rizqy-ali-syaifurrahman-b58420192/>

SUMMARY

Product Designer with 6+ years of experience turning complex SaaS, fintech, hosting and AI problems into simple, high-converting experiences across web dashboards and mobile apps. Proven record leading end-to-end design in startups and enterprise, driving higher transactions, lower bounce rates, better usability scores and stronger feature adoption. Skilled at partnering with founders, PMs and engineers, using research and data to ship scalable, trustworthy UX with modern AI-enhanced workflows.

EXPERIENCE

Dec 2025 - Current

UX/UI Designer

eVisas by TravelRox, New York, USA

- Initiated the design process of admin (visa executives) dashboard and overall operational flow from scratch
- Led the total revamp of the customer's application form flow, including the scalability and upselling strategy
- Initiated the design process of customer's mobile app for visa application and monitoring the progress from scratch, including the App Store and Playstore graphic assets
- Read case studies relate to this product [here](#)
- Production link here: [Website](#), [App Store](#), [Playstore](#)

Oct 2024 - May 2025

Designer III

Accelbyte, Seattle, USA

- Led the feature design project of the hybrid multiplayer server fleet configurations for game admins, from discovery to launch.
- Led the design project of instance order flow in multiplayer server product, from discovery to launch.
- Initiated several revamp project in the dashboard homepage.
- Read case studies relate to this product [here](#)

Jul 2024 - Oct 2024

Senior UI/UX Designer

Alphabyte, Inc., Tokyo, Japan

- Led the end-to-end design of an AI-powered photo editor mobile app, from discovery and ideation to interactive prototypes.
- Designed the AI audiobook generation web platform, handling user flows, UI design, and usability testing prior to launch.
- Worked directly with founders and engineers in a lean startup environment, contributing to rapid iteration and MVP validation.
- Download app in production [here](#) (App Store)

Jan 2023 - Mar 2024

Product Designer

Hostinger International, Vilnius, Lithuania

- Managed the cPanel hosting dashboard revamp project end-to-end, from discovery phase to the validation phase. Resulting Excellent score on usability score and increased new billings after the revamp.
- Initiated the revamp project on Web Hosting migration flow, from discovery to validation phase. Resulting the exponential increase of the success rate and reduced the chat loads of customer success team within the migration topic.
- Improved the WordPress theme selection page inside the website onboarding that led to increase of the adoption rate in the first week after the release. This initiative also won as the second place the internal Hackathon event.
- Visit the production link [here](#)

Jun 2021 - Jan 2023

UX Designer

Niagahoster, Yogyakarta, Indonesia

- Collaborated with up to 20 cross functional team members that consist of researchers, product managers, engineers, and other stakeholders to deliver best user experience to users.
- Made wireframes, user flows, and re-arranged information architecture that solve the problem statements and user needs for Hosting (core) product leading to a 21.8% decrease in bounce rate and a 111.2% increase in transaction numbers.
- Did experiments and fixed overall user experience on Niagahoster ordering process leading to a 13.5% increase in order process satisfaction score and a 29.5% decrease in overall order process bounce rate.
- Led and managed design team in Niagahoster Member Area revamp project leading to an exponential increase (from 61 to 79) in overall member area usability scale.
- Won **Product Department Member of The Month** in January 2022, and appointed as **Interim Leader of UI/UX Team** in November 2021

Jan 2020 - Jun 2021

UI/UX Designer

PT Bimasakti Multi Sinergi, Sidoarjo, Indonesia

- Understood the users with several user research methods, and led a workshop that attended by 9 team members including key stakeholders.
- Arranged user flow and information architecture, leading to a 29.3% increase in transaction numbers.
- Planned wireframes, high-fidelity mockups, and interactive prototypes and validated the final design with usability test that leading to a 76 final usability score (B overall score).

EDUCATION

Aug 2015 - Oct 2019

Poltekkes Kemenkes Surabaya, Surabaya, Indonesia

Bachelor of Applied Science

GPA: 3.69

SKILLS

User Research

Design Thinking

Visual Design

Wireframing

Collaborative Teamwork

Rapid Prototyping

UX Writing

Figma

Framer

Google Analytics

Microsoft Clarity

Hotjar

Jira

Amplitude

LANGUAGES

English Proficient • Indonesian Advanced

REFERENCES

Reference available upon request