

YOGA PRATAMA H

Product Design Lead - SaaS, Design Systems & Product Ecosystems

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SUMMARY

Product Design Lead with 6+ years in B2B SaaS. Currently leading design across Ignatia's ecosystem - POS, backoffice dashboards, online ordering, and white-label solutions. I own the centralized design system, from tokens and semantic naming to component architecture and QA workflows.

On the side, I run bdsng, a studio where I design Framer and Squarespace templates (Gold Partner), build code components, and curate visual design references.

EXPERIENCE

Product Design Lead

Ignatia (PT Pasti Laba Solusi Teknologi) | Remote | Aug 2022 - Present

- Leading product design across the full Ignatia ecosystem: POS apps, backoffice dashboards, online ordering, landing pages, and white-label solutions for multiple merchant brands.
- Manage a junior designer, focusing on design QA, feature gating, and keeping PMs + engineers aligned on scope.
- Built the centralized Ignatia Design System from scratch: semantic tokens, component variables, and properties that keep mobile and web backoffice consistent.
- Currently driving the legacy backoffice migration to responsive Flutter web, which cut down operational friction for merchants significantly.

UI/UX Designer

Ignatia (PT Pasti Laba Solusi Teknologi) | Jakarta | Jun 2021 - Aug 2022

- End-to-end product design from concept to high-fidelity specs, working tight with engineering to make sure what ships matches the design.
- Framed product strategy and user journeys for complex transactional flows, balancing UX goals with system performance and storage costs.

UI/UX Designer (Freelance)

Ignatia (PT Pasti Laba Solusi Teknologi) | Jakarta | Sep 2020 - May 2021

- Architected the foundational B2B POS ecosystem from zero: backoffice dashboards and mobile apps that adapt natively between portrait and landscape.
- Worked directly with operations and QA to spot merchant pain points, then turned that raw feedback into production-ready UI.

Founder & Creative Director

bdsng (Bonjourdsng) | Self-employed | Bandung, Indonesia | Oct 2022 - Present

- Running a creative studio and design curation platform focused on branding, typography, and web design.
- Design and sell premium Framer and Squarespace templates. Squarespace Circle Gold Partner.
- Build a design community on Instagram and Pinterest, mixing curated global references with original content.
- Recently started building and selling Framer code components for designers and type foundries.

Guest Speaker, UI/UX

MySkill | Indonesia | Contract | Sep 2023 - Dec 2023

- Delivered short classes on UI/UX fundamentals and wireframing for aspiring designers.
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EARLIER EXPERIENCE

- UI Designer at Billionaire Store | Freelance | Apr 2021 - Sep 2021
 - UI/UX Designer at BTS (PT Intersolusi Teknologi Asia) | Sep 2019 - Nov 2019
 - Freelance Designer at Projects.co.id | Jan 2019 - Aug 2020
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EDUCATION

Bachelor's Degree, Management Marketing

STIE Tridharma Bandung | 2017 - 2019

SKILLS

User Interface Design | Design Systems & Design Tokens | Figma | Framer | Squarespace | Cross-functional Product Collaboration | UI Prototyping | Responsive Web Design | Visual Curation