Arianti Silvia

Digital Product Designer

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As a Digital Product Designer, I leverage my skills in Product Design & Product Management to design simple and elegant solutions for complex customer problems. I have over 10 years of experience in product design, spanning various domains such as consumer and SaaS.

I create real impact through hands-on involvement and interaction with all stakeholders, actively listening to understand customer requirements to develop high-value experiences.

I am passionate about exploring emerging and innovative fields such as Artificial Intelligence, Machine Learning, the Internet of Things, Neuroscience, Virtual Reality, and Car UX, and applying them to my design practice. My mission is to design impactful solutions that improve the lives of people and businesses.

Experience

McKinsey & Company (Full-time, Indonesia)
Digital Product Designer (06/2022 - Present)

Role with Client Engagement Responsibilities. Scope of work encompasses, but is not limited to:

- Architecting an Internet of Things (IoT) application prototype tailored for Electric Vehicles in the South East Asian market.
- Developing an Augmented Reality (AR) application prototype specifically designed for Electric Vehicles within the South East Asian region.
- Engineering an intricate Business-to-Business (B2B) commerce system to serve the South East Asian marketplace.
- Crafting a desktop-based, three-dimensional geospatial mapping interface for a Middle Eastern clientele, augmented with Artificial Intelligence-enabled interactions.

Oddle (Contract)
Senior UI/UX Designer (04/2022 - 06/2022)

Oddle power each and every F&B establishment with technology and fuel their growth, connecting the dots by connecting food makers & food lovers.
- Connecting Food Makers - Oddle helps restaurants grow and adapt to the digital era with our vertically integrated products and services designed for the F&B industry.
- Connecting Food Lovers - Oddle connects with Food Lovers with Oddle Eats - a top food discovery platform housing selection of more than 5,000 restaurants.

Responsibilities:
- Understanding project brief and converting that into appealing, highly usable interfaces;
- Work with the Product Managers to seek a deep appreciation of our problem/goals through usability tests;
- Develop an understanding of the end-users of web applications / digital products through secondary and primary research;
- Generate user personas and user scenarios;
- Design and validate new experiences via mock-ups, wireframes, flow diagrams, sketches, and other UX artifacts;
- Revise and update designs and documentation through user testing and customer feedback;

Achievements:
- Updated design system across multiple brands/products
- Document and manage designers' projects/task updates

EngageRocket (Contract)
Product Designer (10/2021 - 03/2022)

EngageRocket is a SaaS platform that helps leaders and organizations make better decisions using real-time data. EngageRocket automates employee feedback and analytics to deliver management insight that improves employee experience and performance.

Responsibilities:
- Working closely with the User Researcher to define problem statements, flow diagrams, and other documentation required
- Design & prototype user interface elements iteratively to shape and reshape the experience for the new features
- Collaborate with the Engineering and Product Manager in developing new features
- Supporting User Researcher on testing the design to customer

Achievements:
- Designed and validated 2 new modules concepts to increase customer adoption rate
- Developed and documented Design Systems
- UX enhancements for the current modules

Stemly
Product Designer (05/2020 - 10/2021)

Responsibilities:
- Create user stories, flow diagrams, sitemaps, wireframes and other documentation required
- Design & prototype user interface elements iteratively to shape and reshape the experience for the new features
- Collaborate with the technology and product teams in developing new features
- Research the market for new innovative tools and solutions

Achievements:
- Built and manage Design System v1 as a single source of truth for cross-functional team
- Designed marketing documents & templates

- Designed PoC (Proof of Concept) for customers
- Lead competitor research & analysis
- Designed Access Control interaction for customers

Vrbo
Senior UX Designer (01/2020 - 05/2020, COVID19 major layoffs)

Work closely with design, product and engineering in designing, prototyping, and implementing customer-facing experiences that span across the web and native app platforms.

Achievements:
- Redesigned currency selector for mobile apps to increase readability
- Improve the experience of Android users by redesigning the price-range filter to reduce the drop-off rate

Brankas
Product Manager (05/2019 - 01/2020)

Brankas support the IT Infrastructure leading to a more competitive and customer-centric financial services industry.

Responsibilities:
- Research and market insights related to Brankas products.
- Lead product innovation strategy, documentation, PRDs, and roadmap.
- Formulation and tracking of product-related goals and metrics
- Design developer portal, mobile apps, API pages, developer console, and end-user (non-technical) portal.

Achievements:
- Designed & built white-label mobile apps & web app/portals
- Won the runner-up place @ Singapore Fintech Festival 2019

Helpster (Workmate)
Senior Product Designer (06/2018 - 04/2019, reorganization layoff, whole Product & Engineering team in Jakarta)

Responsibilities:
- Conducting research, design, and validate UX for multiple platforms and different types of users in Indonesia and Thailand.
- Working together with developers in Jakarta and Singapore, as well as operational teams in Jakarta and Thailand.
- Work with product managers, engineering, and other stakeholders
- Develop design and interaction standards for mobile apps (for blue-collar worker), client dashboard (for enterprise client), and internal dashboard (for Workmate internal team (sales, marketing, account manager, finance))

Achievements:
- Redesigned and launched Helpster v2 for all platform
- Delivered localisation experience for Thailand market

EMTEK Group (KlikDokter, Publishing, Vidio)
Lead Designer - KlikDokter (01/2018 - 06/2018)
Senior Designer - KlikDokter (10/2017 - 12/2017)

KlikDokter is a part of EMTEK. I got promoted from my position as a Senior Product Designer in KMKOnline (EMTEK) to this role.

Responsibilities:
- Mentor junior designers
- Lead design team operations
- Conduct market research and analysis
- Design mobile (iOS & Android) and web applications for end-users

Achievements:
- Launched a new mobile app for KlikDokter
- Designed and launched "Live Chat" for KlikDokter for both mobile and web

Senior Designer - Publishing (03/2017 - 07/2017)
Senior Designer - Vidio (03/2016 - 03/2017)

Responsibilities:
- Design Vidio.com mobile (iOS & Android) and web applications for end-users
- Design Liputan6.com mobile (iOS & Android) and web applications for end-users
- Work together with stakeholders

Achievements:
- Designed and launched "Live" feature on Vidio mobile apps
- Revamped Liputan6 article section to improve readability
- Promotion to a Lead role for one of EMTEK portfolio, Klikdokter

Happy5
UI Designer (10/2014 - 02/2016)

Responsibilities:
- Design mobile application for end-users
- Design mobile application and dashboard for enterprise client (HR)

Achievements:
- Redesigned and launched mobile apps for clients (end-users/employees/HR) both iOS & Android
- Designed dashboard for user (HR)

Moka POS
Product Designer - Freelance (09/2014 - 11/2014)
Product Designer - Full-time (07/2014 - 09/2014)

Responsibilities:
- Design mobile application for cashier
- Design web dashboard for client (admin/finance/accounting)
- Design emails

Achievements:
- Designed and launched iPad apps
- Designed web apps
- Designed emails
- Designed Android application

Various Work
UI/UX Designer (01/2011 - Present)

- Designed digital interfaces & experiences for clients

Skills

Product Design, User Experience Design, Interaction Design, Product Management, User Research, User Flows, Journey Mapping, Prototyping, Design Systems

Tools

Figma, Sketch, Adobe Illustrator, Adobe XD, Marvel, Invision, Principle, Abstract, Miro, Notion, Jira

Education

Brawijaya University
Bachelor Degree, Informatics Engineering
2007-2014

Community

TInc (Telkomsel Incubator)
2020 - Present | Mentor for Product Design

Google Developers Group
Mar 2017 | Guest Speaker

1000 Startup Digital
2016 - Present | Mentor for UI/UX Design

Kreavi
Nov 2017 | Guest Speaker

Innovative Academy by UGM

FemaleDev

2018 - Present | Mentor for UI/UX Design

AIESEC @ Gadjah Mada University (YouthSpeak Forum)
May 2018 | Workshop Speaker

Pertamina Energy Hackathon
April 2018 | Guest Speaker

Dribbble Meetup @ Bandung
June 2017 | Guest Speaker

Oct 2017 | Guest Speaker

Start Surabaya
May 2015 | Guest Speaker

Petra Christian University
May 2015 | Workshop Facilitator

Business Management School @ ITB Jakarta
April 2016 | Guest Lecturer