

Aluh Shiba Hizmiakanza

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Product & UI/UX Designer with 6 years of experience designing intuitive, user-centered digital products. Expertise in design systems, prototyping, usability testing, and data-driven design, with proven success delivering solutions across healthcare, education, logistics, and SaaS platforms. Adept at collaborating with cross-functional teams to translate complex requirements into seamless user journeys that improve adoption, enhance usability, and drive measurable business outcomes.

WORK EXPERIENCES

Senior UI/UX Designer

ARTHA IT Group, South Jakarta | Nov 2021 – Present

Responsibilities:

- **Lead** design initiatives during project kick-offs and presales, including requirement gathering, user flows, demos, visualizations, and interactive prototypes, ensuring a seamless transition from concept to delivery.
- **Manage and mentor** 3 junior UI designers by providing guidance on design principles, usability best practices, and design system standards, while coordinating the implementation of design systems and developing interactive prototypes across projects.
- **Collaborate** with Business Analysts and Consultants to translate complex business operations and stakeholder requirements into intuitive user journeys and experience designs.
- **Monitor and review** design implementation during development with the technical team to ensure accuracy, usability, and alignment with design system.
- **Develop** design interfaces for internal products using CMS builders such as WordPress (Oxygen Builder), eMOBIQ App Builder, and Microsoft Dexterity Desktop Builder; extensively use Power BI to deliver client-facing dashboards and develop data-driven visualizations.
- **Maintain** comprehensive design system libraries and documentation to ensure consistency and scalability across projects.

Project Highlights:

- **Plantation Management System:** Designed end-to-end UI/UX for multi-module integration (Dashboard, GIS, AI, Nursery, Sustainability, and more); implemented for clients including Genting, SIPEF, REA Kaltim and more.
- **Procurement & Purchasing Management System:** Designed end-to-end UI/UX for modules such as RFQ, PO, and Invoices; implemented for clients including Solo Murni, Aneka Petroindo Raya, Kiat Ananda Group, and more.
- **Human Resource Management System:** Designed end-to-end UI/UX for modules such as Time & Attendance, Leave & Absence Management, and Work Scheduling; implemented for clients including Genting, REA Kaltim, Kiat Ananda Group, and more.

Key Achievements:

- **Delivered** 70+ design projects across web, mobile, and desktop platforms within 4 years, consistently on time and with high usability standards.
- **Built and maintained** a centralized Design System and Version Changelog, accelerating project delivery, ensuring design consistency, and strengthening collaboration with consultant and developer teams.
- **Simplified complex enterprise systems**, making them more intuitive and accessible for everyday users across multiple industries.

UI/UX Designer

Kupon Makan, Central Jakarta | Apr 2020 – May 2021

Responsibilities:

- **Researched** user needs and behaviours through interviews, surveys, and usability testing, translating insights into actionable design improvements.
- **Designed and implemented** responsive web pages and the company profile using WP Bakery Builder, partnering with developers to ensure seamless execution.
- **Collaborated** cross-functionally with product, stakeholder, and developer teams to align design solutions with business objectives and technical feasibility.

Project Highlights:

- **Mobile App:** Led end-to-end UI/UX design of Kupon Makan's mobile app, enabling users to access food coupons efficiently and improving adoption rates.
- **Corporate Website:** Designed and developed the Kupon Makan Foundation website, enhancing brand visibility and improving user access to program information.

Key Achievements:

- **Delivered** both the mobile app and responsive website on schedule, resulting in increased user accessibility and higher engagement.
- **Enhanced** overall user experience, contributing to stronger product adoption and organizational impact.

UI/UX Designer

KSP Kooperatif, Central Jakarta | Jan 2020 – Sep 2021

Responsibilities:

- **Researched** user needs and behaviours through interviews, surveys, and usability testing, transforming insights into user-centered design solutions.
- **Designed and prototyped** site maps, user flows, wireframes, and interactive prototypes to enhance usability and address pain points early in the process.
- **Developed** responsive web pages and the company profile using Elementor Builder, working closely with developers to ensure seamless delivery.
- **Collaborated** with stakeholders and cross-functional teams to align design outcomes with cooperative finance digitalization goals.

Project Highlights:

- **Mobile App:** Designed end-to-end UI/UX for the *Koop* mobile app, supporting digital transformation of cooperative financial services.
- **Corporate Website:** Designed and developed KSP Kooperatif's website profile, improving information accessibility and user engagement.

Key Achievements:

- **Delivered** both mobile app and responsive website on schedule, strengthening digital presence and accessibility.
- **Enhanced** user adoption and engagement by creating intuitive, user-friendly financial service experiences.

FREELANCE EXPERIENCES

Jan 2020 – Present

Project Portfolio:

- **2020:** Kuark Magazine, Designed a competition website for the Prestigious Science Olympiad 2020 & 2021.
- **2021:** GMDS Company, Designed real estate profile website.
- **2022:** Trisakapm Company, Designed contractor profile website.
- **2022:** Frugally (Startup Competition), Created prototype for mobile shopping app.
- **2022:** Sistsini Store, Designed florist profile website.
- **2023:** Savana Foam Company, Designed manufacturing company profile website.
- **2024:** Durex Indonesia, Redesigned and modernized corporate profile website.
- **2025:** HARA Partnership Law Firm, Enhanced and improved corporate profile website.

EDUCATION

Sepuluh Nopember Institute of Technology | 2014 – 2018, East Java.

Bachelor of Urban Planning Design.

LANGUAGES

English : Professional Working Proficiency

Indonesia : Native

SKILLS

Area of Expertise:

Research & Analysis, Business Process, Design System, Responsive Design (Web), Prototyping, Dashboard Visualization, UX/Wireframing, Design Documentation, and WordPress Web UI Development.

Tools:

- **Core / Daily:** Figma, Power BI, WordPress Builder (Oxygen, Elementor, WP Bakery), eMOBIQ.
- **Advanced / Experienced:** CorelDRAW, Microsoft Dexterity, Adobe Photoshop, Adobe Illustrator.
- **Familiar / Working Knowledge:** Adobe XD, Sketch, PowerApps, Webflow, Miro, Framer, ReadyMag, Bootstrap, Microsoft 365, Microsoft Dynamics 365, Microsoft Dynamics GP, AgilePoint.