



adryan putra

Senior Product Designer

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Summary

Senior product designer worth your trust, 15+ years of experience across SaaS product design, branding, and communication design. I helped organizations as a design/product partner, make ideas breathe life, and potentially be a panacea for your headaches. Comfortable operating at the intersection of UX strategy, product thinking, design execution, engineering perspective, and AI; from shaping problem framing → shipping + continuous iteration.

Experienced in leading cross-functional squads, working with global teams, and making the best use of AI across research, design, and workflow automation. Strong systems thinker with focus on clarity, deep user understanding, and responsible autonomy. Actively explores and integrates emerging design tools and AI workflows to push the boundaries of what's possible.

What I bring to the table

1. **Product strategy/ direction:** Evaluate ideas, flows, and feature requests from both user & business sides. What to build first, which one we need to compromise, and why.
2. **Defining requirements:** Turn ambiguous ideas or situations into structured, actionable requirements with clear scope, edge cases, priorities, and consequences.
3. **Dev collaboration:** Assist with feature logic and implementation details up front, reducing development time greatly (especially with the existence of AI).
4. **Project management:** Autonomously take ownership and make sure things are delivered correctly, shipped on time, and get fixed.
5. **AI-augmented workflow:** Actively utilizing AI across research, ideation, analysis, and prototyping. The human thinking stays intact and critical.

Experience

Senior UX / Product Designer at **Piktochart** - a **ThriveCart** Company (US)

Sept 2023 - Present · Remote (adaptive time)

Design and product partner across a multi-product B2B SaaS environment, operating as a hybrid designer-PM. Led end-to-end work across Editors, Dashboard, AI App, and Asset Library, and mentored UX designers.

- Complex problem-solving: Deep systems thinking and information architecture to solve product challenges, simplifying complex workflows into clear, optimal user experiences.
- Pushed back on briefs, identified what actually mattered to users, and reduced dev rework through better upfront thinking.
- Led end-to-end product work: research, problem framing, interaction design, edge case coverage, QA, and releases across Editors, Dashboard, AI App, and Asset Library.
- Built a deep understanding of user archetypes, JTBDs, acquisition triggers, and churn drivers, and translated them into actionable product decisions.
- Qualitative + quantitative analysis: user interviews, behavioral analytics, feedback synthesis → concrete recommendations: acquisition, conversion, and retention.
- Design hiring + mentorship: Candidate interviews & supervised UX designers. Improved documentation and work processes.
- Runner-up at internal hackathon for building an AI video agent prototype (Best API Usage).

Senior Product Designer at **StaffAny Pte. Ltd.** (Singapore)

Jun 2022 - Aug 2023 · Remote, GMT+8

Workforce Management SaaS, Series A. Led UX projects in an agile, remote-first environment.

- Product-market fit research & validation for Indonesia region: shaping product direction based on real user discovery.
- Designed and iterated on acquisition flows, onboarding experiences, and feature improvements in close collaboration with PMs and engineering.
- Collaborated with marketing on promotional design and communication assets.

Senior Product Designer at Jaya Agung Tech

Apr 2020 - May 2022 · Jakarta, Indonesia, GMT+7

Software consultancy. Founding design team member contributing across UX product design, branding, and visual communication work for multiple client products.

- Led UX research/design and business analysis across enterprise client projects.
 - Managed a mid-level designer and established design standards.
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Independent Design Consultant

Sep 2016 - Apr 2020 · Jakarta, Indonesia, GMT+7

25+ end-to-end projects across branding, UX, digital products, and communication design; working directly with founders and stakeholders in various industries: fintech, property, manufacturing, automotive, etc.

- Developed cohesive brand identity systems & delivered design solutions for clients ranging from startups to corporate organizations.
 - Supervised remote collaborators including designers, developers, and copywriters.
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Earlier experience

Co-founder & Designer at Pet Societies

Jan 2016 - Jun 2017 · Jakarta, Indonesia, GMT+7

Co-founded an early-stage B2C startup. Built MVPs through research & rapid iteration cycles and established relationships with business vendors.

Associate Design Manager at Tanoto Foundation

Aug 2015 - Aug 2016 · Jakarta, Indonesia, GMT+7

Led creative/ communication design projects across digital campaigns, editorials, and education-based programs for a global philanthropy organization.

Art Director at Growmint Digital Agency

Sep 2014 - Aug 2015 · Jakarta, Indonesia, GMT+7

Led creative team across UI/UX and digital campaign work. Managed design execution and mentored junior & mid-level designers in a fast-paced agency environment.

UI/UX Designer at The Jakarta Post Digital

Nov 2012 - Sep 2014 · Jakarta, Indonesia, GMT+7

Contributed to the redesign and expansion of digital news products; close collaboration with engineering and editorial teams.

Branding Designer at (Cocinero) design kitchen

Jun 2011 - Oct 2012 · Jakarta, Indonesia, GMT+7

Contributed to all stages of the branding process: research, strategy, design, and production.

Design Intern at ibrand & Alcatel•Lucent

May 2010 - Nov 2010 · Jakarta, Indonesia, GMT+7

Supported senior designers on visual design developments and learned corporate teamwork.

Education

Bachelor of Visual Communication Design

GPA 3.35/4 BINUS University, School of Design · Jakarta, Indonesia · 2007–2011

Selected Achievements

- Contributed to YoY metrics improvement in Piktochart (2024-2025)
 - +**96.8%** on signups, further +**79.2%** in 2025
 - +**86.6%** on monthly active users, further +**32.4%** in 2025
 - +**2,850%** on business plan subscriptions
 - +**70%** on AI app engagement, further +**300%** in 2025
 - +**1,400%** on AI visual creation
- Runner-up at ThriveCart company hackathon (Best API Usage: AI video agent).
- Increased page visits by **250%+** and reduced bounce rate by **70%** within the first month after redesigning The Jakarta Post mobile site.
- Exceeded conversion target by **125%** within 3 months through iterative landing page and ad design for a payment gateway digital campaign.