

Rachmat AG

Senior UI/UX Designer

ag.rachmat@gmail.com | agfolio.framer.ai | linkedin.com/in/rachmatag |
lottiefiles.com/rachmatag | dribbble.com/rachmatag | +62 851 7202 2607

PROFILE / SUMMARY

Senior UI/UX Designer with 8+ years of experience designing digital products across telecommunications, fintech, logistics, e-commerce, and health-tech. Strong in end-to-end product design, design systems, interaction design, and translating product requirements into scalable UI. Technical foundation in HTML, CSS, and JavaScript, with hands-on experience bridging design and engineering through developer handoff, implementation QA, and responsive UI work. Experienced in collaborating with product owners, engineers, and QA to ship consistent, production-ready experiences.

CORE EXPERTISE

- **Product Design:** End-to-end UI/UX, UX flows, interaction design, responsive design, prototyping, usability testing
- **Design Systems:** Components, variants, variables/tokens, UI kits, documentation, cross-platform consistency
- **UI Engineering:** HTML, CSS, JavaScript, design-to-development handoff, implementation QA, design-dev collaboration
- **Tools:** Figma, Framer, After Effects, Principle, Notion, Adobe Illustrator, Photoshop

EXPERIENCES / WORK EXPERIENCE

PT. MINDA | *UI/UX Designer / UI Engineer Consultant (Freelance)*
2026, Remote / Indonesia

Website Redesign & Product Experience

Scope: Product website redesign • Design system architecture • Design tokens • UI engineering • Implementation QA • Developer handoff

- Architected and implemented scalable design system tokens and responsive UI component specifications in Figma and front-end code, ensuring seamless design-to-engineering alignment across Minda's product portfolio.
- Led the website redesign architecture, balancing conversion-oriented UI/UX patterns with clean, performant, and responsive front-end implementation requirements.
- Developed comprehensive developer handoff documentation, UI component guidelines, and design tokens (colors, typography, spacing, component variants) to streamline front-end integration.
- Defined and executed implementation QA workflows alongside front-end developers, auditing production UI to guarantee pixel accuracy, web accessibility, and smooth interaction states.
- Collaborated closely with product managers, enterprise architects, and engineering teams to translate complex AI integration offerings into scalable, production-ready web interfaces.
- Created reusable UI libraries and structured Figma-to-code workflows that accelerated front-end build times and reduced design technical debt.
- Iterated UI/UX concepts based on technical feasibility, front-end performance constraints, and enterprise product requirements in an agile cross-functional environment.

ALEPH LABS | *UI/UX Designer*
Apr 2022 – Apr 2025, Jakarta

by.U (Telkomsel) — End-to-End Product Design

- Owned end-to-end product design for Indonesia's first fully digital telco product, from UX flows and UI through implementation support.
- Migrated the product Design System from Sketch to Figma, creating reusable components, variables/tokens, and documentation to improve scalability across squads.
- Designed product flows and microinteractions, including a homepage revamp that increased CTR by +1094% post-release.
- Worked closely with product owners, engineers, and QA to validate implementation and maintain pixel-accurate UI across mobile and web.

Pegadaian Digital — Design System & Product Flows

- Built Design System foundations covering typography, color, spacing, and advanced reusable components.
- Designed digital pawn-service flows while balancing regulatory requirements with usability.

- Created structured design documentation to support efficient developer handoff and implementation.

Prodia — U by Prodia Dashboard

- Designed responsive dashboards for patients, doctors, and health coaches in U by Prodia.
- Translated complex medical workflows into intuitive product flows and interfaces.
- Designed role-based access experiences for sensitive health-data workflows.

TITIPPAKET.COM | UI/UX Designer

Jan 2021 – Feb 2022, Jakarta

- Designed mobile and web interfaces across onboarding, shipment tracking, and checkout.
- Conducted usability testing that reduced checkout drop-off.
- Delivered structured Figma files and documentation for smooth developer handoff.
- Worked with developers to ensure design implementation accuracy.

PT. SMARTFREN TELECOM | UI/UX Designer Specialist

Feb 2017 – Jan 2021, Jakarta

- Designed UI for enterprise applications with a consistent design language and reusable UI patterns.
- Bridged design and engineering by translating UI concepts into responsive HTML, CSS, and JavaScript.
- Collaborated with developers to resolve design-implementation gaps and improve handoff accuracy.
- Produced motion explainer videos as sales tools for B2B pitches.
- Developed reusable UI kits that reduced design turnaround time.

FREELANCE | Motion Designer & UI Designer

2014 – 2017, Bandung

- Delivered UI, web, motion, and digital product work across telecommunications, fashion, pharmaceutical, and e-commerce projects.
- Designed a project web monitoring dashboard and digital product explainer for PT Telkom Indonesia.
- Created mobile-first e-commerce designs and promotional visuals for Guten Inc.
- Produced motion explainer content for Actavis product awareness.

NEWBEE CORP | *Web Designer & Front-end*

Jul 2013 – Feb 2014, Bandung

- Created web design concepts in Photoshop and translated PSD mockups into responsive HTML, CSS, and JavaScript.
- Built early-stage UI layouts and optimized front-end implementation for startup applications.

EDUCATION

Institut Teknologi Bandung | *Bachelor's Degree, Computer Software & Media*

Applications

Jun 2014 – Jan 2016, Bandung

Institut Teknologi Telkom | *Associate's Degree, Informatics Engineering*

Jul 2010 – Jul 2013, Bandung

SELECTED STRENGTHS

Figma systems • Auto Layout • Components & Variants • Variables / Tokens •
Responsive UI • Prototyping • Motion & Microinteractions • Developer Handoff • UI QA
• HTML / CSS / JavaScript