

Yoga Arya Nudatar (Goy)

Lead UI/UX Designer | B2B & GovTech e-procurement

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SUMMARY

Lead UI/UX Designer with a product management background in B2B and government e-procurement. Experienced in solo end-to-end design, collaborative delivery and UI/UX quality assurance, translating complex product requirements into clear user experiences.

EXPERIENCE

Lead UI/UX Designer

Feb 2024 - Present

Mbizmarket (PT Brilliant Ecommerce Berjaya) | Jakarta

- Initiated Open Quotation and owned its end-to-end design as the sole designer, working from an initial PM brief: buyer and vendor flows for requesting, comparing and negotiating quotes in government procurement.
- Led Mbiztravel Hotels from the PM brief through design and UI, UX and product QA, with a designer supporting UI execution, to add hotel booking to business-trip flows.
- Translated PM briefs for Order Addendum (quantity changes on running purchase orders) and Document Manager (recipient-based document sharing) into design solutions with the team, then reviewed the UI and UX in QA.
- Built a clickable HTML prototype of Open Quotation with an AI assistant, reviewing every page against the design file and the live UI.

Product Manager

Sep 2021 - Feb 2024

Mbizmarket (PT Brilliant Ecommerce Berjaya) | South Jakarta

- Wrote PRDs that turned procurement regulations and stakeholder requests into requirements, flows and edge cases for engineering.
- Often paired PRDs with my own wireframes and UI, which led to my move into design.
- Took features from requirements to release with engineering, QA and business teams.

SKILLS

Design: multi-role flows, interaction design, UI design, UI/UX QA, design tokens, prototyping, UX writing

Product: PRDs, prioritisation, release planning, stakeholder communication

Tools: Figma, FigJam, HTML/CSS, Claude Code, Playwright, Adobe Creative Cloud

Languages: Indonesian (native), English (professional working proficiency)

EDUCATION

UI/UX Design Program | Purwadhika Digital Technology School | 2020

Bachelor's degree | Universitas Diponegoro | 2017

EARLIER EXPERIENCE

Graphic Designer (freelance) | British Propolis | Feb 2021 - Mar 2021

HSE Manager, NCICD project | PT Wijaya Karya Beton Tbk | Jul 2019 - Jan 2021

Individual Consultant | Ministry of Public Works and Housing (PUPR) | Sep 2017 - Jan 2019