

Yoga Arya Nudatar (Goy)

Lead UI/UX Designer · B2B & GovTech E-Procurement

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SUMMARY

Lead UI/UX Designer with 5+ years at Mbizmarket, Indonesia's B2B and government e-procurement marketplace, first as a Product Manager, now leading design. I design complex, rule-heavy flows so buyers, vendors and admins can follow procurement rules without reading them. I lead 4 designers, own the design system, and use AI as a production assistant.

EXPERIENCE

Lead UI/UX Designer

Feb 2024 – Present

Mbizmarket (PT Brilliant Ecommerce Berjaya) · Jakarta, on-site

- Turned 3 procurement regulations into product rules users can't break by accident: a two-quote minimum, a +10% order-change cap and consent-based document sharing.
- Cut the time to shortlist vendor quotes from about 2 hours to about 35 minutes by redesigning how quotes are compared.
- Caught 30+ UI issues before release as design lead on a new hotel-booking product spanning 3 portals.
- Built one source of truth for the design system: 14 measured components and two role themes, synced from Figma to production.
- Lead 4 designers with about 2 hours of rituals a week (intake, crit, 1:1s), so the rest of their week stays maker time.
- Cut prototype turnaround from days to hours with AI (Claude Code) as a production assistant; design decisions stay with the team.

Product Manager

Sep 2021 – Feb 2024

Mbizmarket (PT Brilliant Ecommerce Berjaya) · South Jakarta

- Turned procurement regulations into PRDs with user flows, acceptance criteria and edge cases that engineers could build without guessing.
- Shipped every PRD with my own wireframes and UI, which led to the move into design leadership.
- Owned releases end to end with engineering, QA and business teams across buyers, vendors, admins and partners.

Graphic Designer

Feb 2021 – Mar 2021

British Propolis · Freelance · Jakarta · logos, illustrations and marketing layouts

HSE Manager, NCICD Project

Jul 2019 – Jan 2021

PT Wijaya Karya Beton Tbk · Jakarta Coastal Protection Project (NCICD)

- Audited production against safety regulations, ran risk and ergonomic assessments, and explained safety and environmental law to field teams.

Individual Consultant

Sep 2017 – Jan 2019

Ministry of Public Works and Housing (PUPR) · Jakarta

SKILLS & TOOLS

UX: compliance-driven UX, multi-role flows, IA, interaction design, UX writing, WCAG

UI: visual design, design systems, design tokens, component libraries, responsive web

Product: PRDs, prioritisation, release planning, stakeholder management

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

EDUCATION

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

Bachelor's degree · Universitas Diponegoro · 2017

LANGUAGES

Indonesian (native) · English (professional working proficiency)