

AMMAR HISYAM FAKHRUDIN

Jakarta, Indonesia | +62 859 7430 9235 | ammarhisyam151@gmail.com | linkedin.com/in/ammahisyam | hisyamdesign.vercel.app

SUMMARY

UI/UX Designer with 4+ years of experience designing B2B, enterprise, AI-driven, and operational products for web and mobile. Covers the full design process, from user research and product discovery to interaction design, prototyping, and scalable design systems. Works closely with engineering teams, executive stakeholders, and 12+ international clients to turn complex business requirements into clear, usable products.

EXPERIENCE

Serba Mulia Group Jakarta, Indonesia
UI/UX Designer, Full-time Nov 2024 – Present

- Lead product design for 5+ business and internal platforms, including Promas, OCR CRM, Pajak Mas, Cashlux, and Synqra, translating complex operational requirements into scalable digital experiences.
- Redesigned Promas, an operational platform for cashiers, branch managers, and multi-branch teams, grounding the work in competitor research and a 120-question user interview guide, and built its design system from the ground up.
- Built new products from zero to one, including Pajak Mas, Cashlux, and Synqra.
- Structured design architecture across 10+ Figma projects, improving design consistency by 35% and research efficiency by 40%.

Let's Vibe Digital Australia (Remote)
UI/UX Designer, Freelance May 2025 – Jul 2026

- Designed responsive web applications for Australian enterprise clients, including Big Rock Developments, RenoPlus, VV Construction, and VSCO Pty.
- Ran end-to-end design workflows, from moodboards and visual direction to high-fidelity wireframes, responsive desktop and mobile layouts, and stakeholder revisions.

Caraka Studio Indonesia (Remote)
UI/UX Designer, Full-time Aug 2024 – Nov 2024

- Designed 3 reusable mobile UI kits with scalable design systems for Zenspace IoT, Sporty News, and TRVLEASE Travel, covering 210+ screens.
- Delivered 2 full-cycle client projects, owning design from initial concepts and user flows through high-fidelity design and final delivery.
- Developed reusable product patterns and customizable templates to support varied user requirements across projects.

Serasi Autoraya (Subsidiary of PT Astra International Tbk) Jakarta, Indonesia
UI/UX Designer, Full-time Feb 2024 – Jul 2024

- Led qualitative research for SELOG, a B2B fleet logistics platform, conducting 10+ user interviews and competitor analysis that produced 100+ actionable insights and informed about 75% of design decisions.
- Designed the responsive SELOG B2B experience across 14+ screens, supported by a design system of 25+ reusable components.
- Presented research insights, product vision, and design direction to the Board of Directors, securing executive alignment for SELOG's digital transformation.

EDUCATION

Brawijaya University Malang, Indonesia
Diploma in Information Systems; GPA 3.90/4.00 2020 – 2023

SKILLS

Design: Product Design, UI/UX Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Responsive Design

Research: UX Research, Product Discovery, User Interviews, Usability Testing, Competitor Analysis, User Personas, Qualitative Research

Tools: Figma, Miro, Whimsical, Jitter, Maze, Framer, Notion, Jira, HTML, CSS, JavaScript