



Muhammad Akbar Endy Wijaya

Mid UI/UX Designer

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Summary

Product-oriented UI/UX Designer with 5 years of experience leading full design lifecycles, managing multi-brand digital products, and collaborating directly with product management to ship impactful web/mobile solutions.

Equipped with deep expertise in building design systems, user flows, and frontend-friendly structures to deliver autonomous, developer-ready, and user-focused designs.

Experience

RATA.ID / UI/UX Designer

Oct 2025 – Present

- Sole UI/UX Designer responsible for end-to-end product design across multiple platforms for three distinct brands (Rata, Tanam, and Vinir).
- Collaborate directly with Product Managers (PMs) to define user flows, optimize UX structures, and translate business requirements into intuitive digital experiences.
- Own and build comprehensive Design Systems from scratch to ensure visual consistency, scalability, and efficiency across all brand products.
- Deliver high-fidelity, pixel-perfect UI designs and interactive mockups, streamlining the handoff process for the development team via Figma.

STEB Asia / UI/UX Designer Freelancer

Apr 2025 – Juli 2025

- Collaborate with a six-person design team to deliver UI and interaction designs for a German medical cannabis platform.
- Translate client requirements into polished, developer-ready mockups with a focus on consistency and usability.
- Focus exclusively on visual design and interaction, ensuring pixel-perfect results and a cohesive user experience.
- Maintain design handoff quality for development teams using tools like Figma.

s.p. Digital / UI/UX Designer

February 2024 – March 2025

- Led end-to-end design process for multiple client projects, from discovery to deployment.
- Conducted stakeholder interviews and translated business goals into user-centered design solutions.
- Created wireframes, high-fidelity designs, and interactive prototypes to guide frontend development.
- Collaborated with backend and frontend engineers to ensure on-time delivery and functional accuracy.
- Conducted usability testing to validate design decisions and iterate on user feedback.

SEVIMA / UI/UX Designer

August 2021 – December 2023

UI/UX Designer / Maukuliah.id Mar 2023 – Dec 2023

- Designed user flows, interfaces, and dashboards for an education platform aimed at university students across Indonesia.
- Conducted user testing and iterative prototyping that improved task completion rate by 20%.
- Collaborated with frontend and backend developers to ensure accurate implementation and consistent UI across features.

UI/UX Designer / Siakadcloud Mar 2022 – Feb 2023

- Led redesign of key admin and academic dashboards, improving navigation and reducing user drop-offs.
- Built responsive wireframes and high-fidelity prototypes for mobile and desktop use.
- Supported cross-functional sprints with fast-paced design handoffs and feedback cycles.

UI/UX Intern / Karirlink Aug 2021 – Feb 2022

- Supported the UI/UX team in creating job portal flows and onboarding screens for student users.
- Assisted in early-stage design research, wireframing, and design QA with developers.
- Gained hands-on experience in the full design process while learning agile collaboration practices.

Freelancer / Freelance UI/UX & Web Desig

March 2021 – August 2021

- Delivered complete UI/UX solutions for various clients, including educators and professionals, managing projects end-to-end.
- Created wireframes, interactive prototypes, and high-fidelity designs tailored to unique client needs.
- Developed a fully functional website using HTML, CSS, and JavaScript, applying frontend skills to bring design to life.
- Gained hands-on experience balancing visual design with usability and technical feasibility.

Design Jam ID / Graphic & Content Desigr

January 2021 – July 2021

- Designed social media assets and promotional materials to strengthen the community's visual identity.
- Contributed to brand consistency and engagement across channels, aligning with Design Jam Indonesia's mission.
- Supported content planning and design execution for events and campaigns targeting the local design community.

Psychepedia / Graphic & Content Designe

December 2020 – March 2021

- Designed visually consistent and on-brand Instagram content for a psychology-focused audience.
- Collaborated with content creators to translate complex psychological concepts into engaging, accessible visuals.
- Helped grow audience engagement by enhancing content clarity and visual appeal.

Organization Experience

Design Jam ID / Program Coordinator

October 2022 – February 2024

- Led and executed monthly design challenges, fostering creativity and collaboration in the local design community.
- Managed partnerships with sponsors and stakeholders to grow Design Jam Indonesia's visibility and reach.
- Oversaw end-to-end event planning, from ideation and promotion to participant engagement and post-event follow-up.

Education

Asia Cyber University

BA Computer & Network Engineering

2022 – Present

Telkom Makassar School

Computer & Network Engineering

2018 – 2020

Skills & Languages

Design & UX Skills:

User Research, Wireframing, Prototyping, Visual Design, User Testing, Design Systems, Accessibility, Design Thinking

Tools & Technologies:

Figma, FigJam, Notion, HTML, CSS, JavaScript, Astro.js

Soft Skills:

Team Collaboration, Communication, Time Management, Creative Problem-Solving

Languages:

- Indonesian (Native)
- English (Upper-Intermediate – CEFR B2, EF SET 54/100)

Certifications

EF SET English Certificate / EF SET

B2 (Upper-Intermediate) – Score 54/100

April 2025

Google UX Design Professional / Google

January 2024

Projects

uixperiment / Project

Built a platform to UI/UX designers beginners to intermediate can learn and practice UIX with real case studies based on real applications

uixperiment.com

Maleo AI Translator / Self Project

Developed an AI-powered translator using Google Gemini with support for tone control and multi-language output.

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