



DANI WIJAYA

PRODUCT DESIGNER SPECIALIST

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PROFESSIONAL SUMMARY

Product Designer with 12 years of experience across digital product design, UI/UX, and visual design. Skilled in UX research, wireframing, prototyping, design systems, and cross-functional collaboration. Focused on creating clear, user-friendly digital experiences that support user needs and business goals.

PROFESSIONAL EXPERIENCE

Lead Product Designer

Firebliss Design Studio, Jakarta | July 2025 - Present

- Spearhead end-to-end product design engagements, encompassing discovery, research, prototyping, detailed visual design, and seamless developer handoff.
- Establish scope and define delivery priorities, translating feedback and business requirements into reusable design patterns and developer-ready specifications.

Senior Product Designer (UI/UX)

PT Kompas Media Nusantara (Kompas.id), Jakarta | July 2019 - June 2025

- Orchestrated end-to-end product design for Kompas.id web and mobile platforms, covering research, problem definition, user flows, wireframing, prototyping, testing, handoff, and implementation review.
- Revamped the homepage experience and subscription funnel, resulting in a 40% increase in user engagement and a 25% uplift in subscription conversion rates.
- Enhanced content discovery and navigation through data-informed UX strategies, information architecture improvements, optimized layouts, and refined visual hierarchy.
- Developed and maintained reusable design patterns, scalable UI components, and comprehensive design system documentation for both web and mobile products.
- Collaborated closely with Product Managers, Engineers, and business stakeholders, leveraging insights, metrics, and user feedback to validate concepts and deliver features within defined project scopes.
- Contributed to Kompas.id achieving recognition as the Gold Winner - Best Website, National Media at the SPS Awards 2025.

Art Director

Brightstars Digital Agency, Jakarta | May 2015 - June 2019

- Directed creative strategy across branding, advertising, and digital campaigns, establishing visual systems with robust hierarchy and impactful layout execution.
- Mentored and managed a team of designers, fostering collaboration with strategy, marketing, and account teams to achieve client objectives, meet deadlines, and drive engagement and conversion goals.

Graphic Designer

Bali Bird Park, Bali | April 2014 - April 2015

- Crafted compelling visual assets, including brochures, posters, and social media graphics, to promote park attractions and events.
- Partnered with the marketing team to develop cohesive branding strategies that amplified visitor engagement.
- Designed interactive exhibits and informative signage to enrich the visitor experience and educate about diverse bird species.

EDUCATION

- **Universitas Multimedia Nusantara – Master's Degree in Technology Management** | August 2024 - June 2026
- **Universitas Atma Jaya Yogyakarta – Bachelor's Degree in Communication Science** | August 2007 - October 2013

SKILLS

UI/UX Design, Web & Mobile Application Design, End-to-End Product Design, UX Research, Usability Testing, Interaction Design, Information Architecture, Wireframing, Prototyping, Visual Hierarchy, Design Systems & Patterns, User-centered Design, Project Scoping & Delivery, Developer Handoff, Cross-functional collaboration, Figma, UXPin, Miro, Notion, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe XD, Microsoft Azure DevOps, FigJam, Product Management, Brand Guidelines, Financial Industry, Sketch, Vibe Coding.

AWARDS & RECOGNITION

Gold Winner - Best Website, National Media | SPS Awards 2025 - Kompas.id