

SIGIT ADINUGROHO

Designer, Design Manager

13+ years working experience on UX for multiple problem spaces: edutech (with Oracle), e-commerce (Bukalapak and Shopify), fintech (DBS Bank, Wobe), travel (Expedia) and multifaceted client work (Ice House). Experienced in being an individual contributor and/or a people manager. Experienced working and managing people in distributed regional team in Asia Pacific.

WORK EXPERIENCE

Senior Product Designer, Channels

Shopify, Singapore
January 2021-present

Moved team to Channels, where our team is tasked to maintain and improve sales channels for our merchants, to help them gain more sales and engage more audience to their stores.

Responsibilities:

- I am part of the Live Selling channel team where I co-led product discovery (design sprints, research) and co-created (working with UX, engineering and product to flesh out vision for the year 2021 on live selling), and prototyped/shipped MVP.

Achievement:

- Successfully launched MVP of the Live Selling channel
- Together with team, received buy-in to "officiate" the project as one of the strategic projects in 2021

Senior Product Designer, International Growth

Shopify, Singapore
May 2020-December 2020

Designing and building Shopify for China. Part of the International Growth RnD team based in Singapore, I work closely with trifecta team members and leaders (Engineering, UX, Product) and the Commerce team based in China to achieve one big goal: getting more (net new) merchants in China onboard with Shopify. Specifically, we're aiming to get and gear up more direct-to-consumer, "brand.com" merchants who export their items to international customers.

Responsibilities:

- Understand the market: support research initiatives to understand Chinese merchants and their problems with regards to serving international customers
- Localize the Shopify experience: working with regional product lead and managers, as well as talking to other leads trying to understand what could be prioritized each quarter to achieve a better product market fit for China, and support UX work for that when necessary Evangelize APAC internally: support our APAC team in getting across the message internally how we can do better in Asia Pacific, especially in China, my core team

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EDUCATION

Master of Design

Institut Teknologi Bandung, Indonesia
2011-2013

Bachelor of Design

in Visual Communication Design
Institut Teknologi Bandung, Indonesia
2003-2007

COMMUNITY

Speaker at

UXDX Community

Singapore, January 2021
Speaking about cross-cultural UX.

Mentor at

Curious Core

Singapore, November 2020 - present
Facilitate mock interviews for UX course graduates.

Mentor at

Amazing Design People List adplist.org

Singapore, June 2020 - present
Mentoring designers worldwide.

UX Speaker at Tech In Asia DevTalk 2016

Indonesia, 27 January 2016
Presented a case on how to integrate user experience research and design in lean & agile environment.

UX Speaker at Google HackFair

Indonesia, 5 December 2015
Presented a case of optimising user experience through practical ways in a small to medium-sized organisation.

UI/UX Mentor at

Google Launchpad Week

Indonesia, 9-13 November 2015
A week-long learning opportunity for startups to help them improve in four areas: product strategy, UI/UX, technology and marketing.

PUBLICATIONS

Designing Interactive Digital Media for Jakarta's Historical Sites as a Medium for Conservation and Placemaking
Nirmana - Journal of Visual Communication Design, Petra University, Surabaya, Indonesia
January 1, 2013

Senior Manager, Design

Vrbo, an Expedia Group company, Singapore
October 2016-April 2020

Working on Vrbo, an Expedia brand, the world's leader in vacation rentals with sites representing more than 1 million online bookable vacation rental listings.

Responsibilities:

- Experience Design — Work with design, product and engineering in conceptualizing, prototyping, executing and implementing customer-facing experiences that spans across web and native app platforms.
- People Management — Manage a team of designers spread across Asia Pacific region in Gurgaon, Singapore and Sydney
- Portfolio Management — Lead two or three portfolios at a time which included strategic work, including localization, growth and affiliates, stay experiences, and strategic Asia-focused research

Achievements:

- Stay Experience — Managed to transition product design from Austin HQ to Gurgaon and Singapore teams, hired a new lead designer, contributed to 90-day planning, ran weekly design syncs and established process for the team to move forward.
- Localization — Driven, evangelised and designed multi-country, multi-currency and multi-language features, including translations and driving changes in design systems globally. Focused for a year in the Japan market to help the platform transition to local regulations (licensing) and market demand.
- User Research — Facilitated design research collaborating with UX research team in the headquarter and local consultants in Singapore and Japan to spearhead understanding about context and culture
- Migration — Successfully supported experience design side for migrating old Travelmob (pre-acquisition) platform to global HomeAway platform, that includes transitional designs for the web and native apps.
- New Initiatives — Contributed to initiatives like conversational chat platforms and machine learning. Helped the team design and build test cases and proof of concepts, covering various verticals in the funnels, e.g. shopping, booking and staying.

UX Consultant

KaryaKarsa, Indonesia
March 2020 - present

KaryaKarsa is a creator-focused platform that enables creators to create their own digital content or service offerings direct to their audiences, where the audience can pay directly on the platform. The platform supports flexibility of format, content type, and pricing models so that creators are not limited by type of content delivered, and can define pricing suitable for their respective audiences. Reversely, audiences can directly support their favourite creators.

I support the founders in the UX side to redesign & define the next chapter for the experience.

UX Consultant

Wobe, Indonesia
September 2015-September 2017

Wobe is an award-winning fintech startup focused on building financial inclusion tech for Indonesia. We focus on women and other underprivileged groups here, where we aim to provide sources of income to low income women and other marginalized groups through the sale of phone recharge and other digital goods and services, such as bills, tickets and insurance.

Responsibilities:

- User Interface Design — Designing user interfaces, experiences, flows for the app and websites
- Team Management — Managing and mentoring freelance designers
- Design Advocate — Being the point of contact for all things user experience for the company, and contributing to discussions in advancing design thinking in the company

Product Manager

Ice House, Indonesia

September 2015-October 2016

Ice House is a global software development agency that offers on-demand technical consulting, product design, project management and engineering implementation services. It is proud to be 1 of 25 Google Certified Agencies in the world.

Responsibilities:

- Presales Support — Part of the Solutions team, I worked with Business Analysts and a Solution Architect to craft product design solutions for prospective clients during presales process. With my design background, I helped push design thinking in our approach with potential clients.
- Experience Design — My job included crafting information architecture, sample prototypes/mockups/design, talking with prospects on their requirements and doing Design & Define phase workshop.

Achievements:

- Closed Presales — Led and concluded presales process on a few key clients including BlueBird Taxi company, the largest taxi company in Indonesia
- Design Thinking — Led design thinking workshops and requirements definition on internal product that bridges offline and online store transactions. Conducted design thinking workshop among designers in the company

AVP, Product Design

DBS Bank, Singapore

December 2014-August 2015

DBS Bank is a multinational banking and financial services corporation headquartered in Singapore.

Responsibility:

- Experience Design — Designed user experience and user interface for customers that include iBanking and mBanking, including features such as basic account management, payments, transfers, account openings, onboarding and small maintenance tweaks to existing business-as-usual content.

Achievement:

Launched Feature — Launched digital onboarding flow for new and existing customers.

Senior Designer

Ice House, Indonesia

October 2013 - December 2014

Ice House is a global software development agency that offers on-demand technical consulting, product design, project management and engineering implementation services. It is proud to be 1 of 25 Google Certified Agencies in the world.

Responsibilities:

- Experience Design — Led design of internal and client projects, participating in sprint planning and product meetings for ideation & design directions, acted as a temporary project manager for a few projects.
- Team Management — Led the design team, managing a designer. Created a system for the design team to be scalable for growth. Hired another designer along the way.
- Presales — Communicated with clients directly in Design & Define phase to carve out requirements.

Achievements:

- Closed Presales — Led presales process on a few key clients in Indonesia and the United States
- Design Thinking — Led design thinking workshops and requirements definition for a US client, conducted it in San Francisco.
- Promotion — Promoted from individual contributor to manager

Lead User Experience Designer

Bukalapak, Indonesia

October 2012 - October 2013

Bukalapak is a rapidly growing C2C online marketplace for small-to-medium enterprises.

Responsibility:

- Experience Design — Led the heuristic design evaluation of Bukalapak.com, identify areas to improve.

Achievement:

- Delivered a redesign of the 3-year old website, by first finding user needs through listening to the users, collaborating with the team members and learning about available data through analytics.

Lead User Experience Designer

The Jakarta Post Digital, Indonesia

July 2012-October 2012

The Jakarta Post Digital is a subsidiary of The Jakarta Post print edition, which is the leading English language newspaper in Indonesia.

Responsibility:

- Experience Design — Kickstarted the young company on user experience side, collaborating with senior management to conceptualize initial products.

Designer

Oracle, Indonesia

November 2007-June 2012

Oracle Corporation is an American multinational computer technology corporation headquartered in the United States. The company sells database software and technology, cloud engineered systems, and enterprise software products—particularly its own brands of database management systems.

Responsibilities:

- Experience Design — Developed, delivered and managed interface design materials from wireframing, prototyping and detailed designs
- Marketing Design — Conceptualized and executed print and digital promotion materials for Oracle corporate citizenship effort called ThinkQuest, an online project space/ international learning platform for students and teachers to learn together online and compete in educational competitions.

Achievements:

- Improved Marketing Collateral Process — Streamlined marketing collaterals request process across the team. Managed a repository of design materials. The number of users reached 590,000+ students in 40+ countries, available through 11 languages. The ThinkQuest Library, a repository of student-created contents, reached a milestone 8,000+ entries visited by more than 50 million visitors per month.
- User Research — I also helped conduct user interviews, through attending as speaker in most local (Indonesian) training sessions in public and private schools to introduce ThinkQuest as a learning tool for them and how they can integrate it to the existing curriculums.