

Aulia Rahmani

Malang, Indonesia • auliarahmanisoendoro@gmail.com • +62 83848744110 • <https://aulley.com/>

Education

BRAWIJAYA UNIVERSITY
Bachelor's Degree, Communication Science

Malang, Indonesia
2009 -2013

Experience

CATALYST TECH (voila.id & jamtangan.com)
Product Design Lead

Jakarta, Indonesia
Apr 2023 – Present

Catalyst tech is a holding company of two successful ecommerce, voila.id and jamtangan.com. voila.id is a luxury fashion shopping destination featuring leading luxury brands' collections. With 3 flagship stores in Jakarta and Surabaya, Voila quickly gained popularity and became Indonesia's #1 Multibrand Store.

My responsibilities & achievements are;

- Building Design System Voila (User Facing & internal products) from scratch within 3 months. Our collaboratively developed design system housed within a unified Storybook has been pivotal in our growth journey, evolving continuously as we refine it. This design system serves as a catalyst, significantly accelerating our revamp process.
- Managed a diverse team of 6 talented individuals, including 4 product designers, 1 UX writer, and 1 Illustrator & Motion Designer - across various experience levels.
- Oversaw the delivery and supervision of design initiatives for user-facing products across desktop, mobile web, and app platforms, as well as internal tools such as database systems, warehousing solutions, and content management systems.
- Collaborated closely with product teams to refine and sharpen the product roadmap, ensuring alignment with business objectives and user needs.
- Worked hand-in-hand with the marketing team to provide design support for their campaigns, enhancing brand consistency and customer engagement.
- Partnered with stakeholders from different departments to address their specific requirements, ultimately aiming to enhance profitability through improved user experiences and intuitive design solutions.
- I successfully led the revamp of multiple products within a year, ensuring seamless integration of UX and visual design elements through rigorous testing in development environments. New voila.id website & app has been launched in early 2024.

CATALYST TECH (voila.id & jamtangan.com)
Senior Product Design

Jakarta, Indonesia
Aug 2023 – Apr 2023

As a senior, I focused heavily on crafting designs and delivering within set timelines, engaging in frequent discussions with Product Managers to determine optimal feature development and delivery strategies.

Some of my responsibilities are;

- Leading the design process to create intuitive and visually appealing user interfaces for web, mobile platforms and app (iOS & Android).

Aulia Rahmani

- Collaborating with cross-functional teams to define user requirements, conduct user research, and iterate on design solutions.
- Developing and maintaining a comprehensive design system to ensure consistency and efficiency across all products.
- Conduct usability testing and gather feedback to continuously improve the user experience.
- Mentoring and guiding junior designers to foster their growth and development.
- Staying updated on industry trends and best practices to drive innovation and maintain competitive advantage in e-commerce.

CANDLESTICK GAMES

Miami, FL (Remote)

Product Design Lead

Aug 2021 – Aug 2023

Candlestick is a product and software development firm that specializes in web3 and blockchain product ecosystems. Our core service is but is not limited to developing and publishing blockchain-based games which offer play-to-earn models. In 2021, we launched a pilot project on top of the Polygon chain and will continue expanding our product pipelines. Our team has 10+ years of experience as game developers and publishers. We work remotely across the globe - From the US, Belarus, and Indonesia.

My responsibilities & achievements are;

- Manage 4 people in the product design (UI/UX) department and creative design department (marketing needs)
- Design the UX for Candlestick Games main product; Diamond Hands NFT Game (build on top of Polygon) - the website, desktop game, and mobile game
- Manage to ship the game design and 100 NFTs within 1 month
- Build the design system of Diamond Hands game with the team
- Contribute to ideation sessions by helping to sketch initial design ideas, product flows, documentation, and doing some research on technical issues that impacted the design
- Ensure structural drawings and designs are produced on time, to high quality, and are easy to decipher for the creative design department
- Oversee and aid in conducting testing designs with end-users and the internal team to serve our global users a better product
- Work directly with the engineer, product, and marketing team to present and communicate design concepts and answer related questions
- Brainstorm and find new ideas related to the games industry and blockchain industry
- Do a weekly sharing in the internal team to help level up the knowledge in the game industry and web3
- Mentoring & coaching the team member based on their needs, goals, and objectives

QLIP - Education App

Jakarta, Indonesia

Product Design Manager

April 2021 – Jan 2022

Qlip is a bite-sized learning app from Indonesia. Qlip provides personalized content that matches the user's learning & self-improvement journey. Each learning topic consists of several short videos with a key takeaway at the end of every topic & task for the user to apply the learning they get to their daily life.

Qlip aims to help teenagers, fresh graduates, and early employees to maximize their potential, and keep up with the environment while still maintaining their mental health.

My responsibilities are;

- Manage 3 different projects for Qlip as edtech and 2 other subsidiaries under Qlip
- Design the app flow for Qlip, bite-size daily learning for teenagers, students & fresh graduates, and create a fun quiz for user onboarding
- Manage people in product design (UI/UX) department and creative design department
- Contribute to ideation sessions by helping to sketch initial design ideas
- Ensure structural drawings and designs are produced on time, to high quality, and are easy to decipher for the creative design department
- Advise and help guide user research (evaluative and generative) studies and observe and analyze

Aulia Rahmani

end-user behavior

- Oversee and aid in conducting testing designs with end-users
- Work directly with the agile sprint teams to present and communicate design concepts and answer any related questions
- Work closely with the Product Manager and Marketing Team

ALTERRA INDONESIA

Jakarta, Indonesia

Lead UI/UX Designer

Sept 2019 – April 2021

Alterra is the leading business to a business company tech company that provides various services such as a bill payment aggregator, distribution network, promotional platform, tech academy, integrated government water system, attendance system, hotel and restaurant tax optimization system.

Alterra was first established in 2015 as Sepulsa. Today, Alterra has evolved into one ecosystem that offers a wide range of products with more than 20 million transactions every month. Currently, Alterra is also a business partner for 20 marketplaces. Our offices are based in Jakarta, Malang, and Jambi with 500 team players (and counting!). Alterra was also awarded as 2017's best workplace in Indonesia by Jobplanet and Best Companies to Work for in Asia 2021 by HR Asia - Indonesia Region.

Some of my responsibilities & achievements;

- Manage a design team consisting of 2 UI / UX Designers, 1 UI Designer, 1 UX Writer, and 1 UX Researcher
- Successfully led 2 team members to become company runners in 2020
- Handle 2 web-based dashboards, 2 android mobile apps, and 8 desktop app dashboards (.NET based) for Regional Drinking Water Company (PDAM) in Indonesia
- Handle fintech app for Indonesian SMEs that sell various digital products & bill payment
- Got a user satisfaction index of more than 90% satisfaction for the product handled
- Supervise design, content & research result from designer, writer, and researcher
- Team mentoring
- Handoff and actively communicate with the developers. Make sure everyone knows the reason why things were designed a certain way
- Build a design system with the team
- Actively communicate with stakeholders, PM, and our users
- Monitor data tracker (mostly with Mixpanel)
- Evaluate designs based on data

ALTERRA INDONESIA

Jakarta, Indonesia

UX Designer

Dec 2017 – Sept 2019

- Design and execute research to support the objectives of the business and meet the needs of our users.
- Work in close collaboration with UI designers and product managers to design products that are delightful to use
- Collaborate with cross-functional teams such as; data analysts, developers, operations, marketing, and business.
- Develop lo-fi/hi-fi mockups and prototypes to effectively articulate interaction designs.
- Iterate through design feedback from internal stakeholders and customers
- Leverage analytics tools to measure success, present opportunities, and support decision-making.

Aulia Rahmani

Freelance Project

Remote

UX Designer

April 2015 – Sept 2019

Create user flows, wireframes, prototypes, high fidelity mockups, and detailed UI and visual design specifications for web, mobile web, and app interfaces for several companies

ORAMI

Jakarta, Indonesia

UX Designer

Jan 2016 – Nov 2016

Formerly MoxyBilna, Orami is an online shopping destination for women and baby care. The company's platform offers baby room furniture, fashion accessories, baby diapers, creams and wipes, toys and home appliances and other child care products, enabling customers to have a wide range of product for the baby and the mother.

My responsibilities;

- Develop lo-fi & hi-fi design for Orami website
- Handle the e-mail marketing design & special events website

MOXY INDONESIA (Whatsnew Commerce Thailand)

Jakarta, Indonesia

UX Designer

Oct 2015 – Jan 2016

Moxy is the online destination for all women in Indonesia. Moxy curate everything women need and want in their daily lives, since They know the challenges of living a balanced lifestyle when you are juggling with responsibilities! You can find tips and products in categories like Beauty, Fashion Accessories, Muslim Style, Living, Gadgets and Mom& Baby while having the convenience of it being delivered to your front door. With a mix of both local and international brands and new items available every week, Moxy offers a large variety of quality products to suit your lifestyle

My responsibilities;

- Develop lo-fi & hi-fi design for Moxy Ecommerce Website
- Handle the collection feature and improve the shopping experience flow

MICROAD INDONESIA

Jakarta, Indonesia

Social Media Specialist

Nov 2014 – Oct 2015

MicroAd Indonesia is a digital marketing company from Japan, specializing in website development, social media optimization, PPC, SEO, and other digital campaigns

My responsibilities;

- Handle influencers & celebrities' endorsements & campaigns in their social media & website
- Create content pillar, content plan, and creative brief for social media needs
- Create a wordpress-based website for each talent (KOL, influencer, celebrity)
- Create copywriting for various brand campaigns
- Create pitch deck for brands

HELLONEMO

Malang, Indonesia

Front End Web Developer

June 2013 – Nov 2014

Apply HTML, CSS & JS for the client's website based on the design brief

KITAKEMANA.COM

Malang, Indonesia

Project Manager

June 2013 – Sept 2014

Aulia Rahmani

- Successfully chosen as Top 10 Startup in Indosat Ideabox 2014
- Manage the team, content creation, schedule & social media
- Connect KitaKemana with the brand
- Create content for KitaKemana's website, blogs, and social media
- Create a pitch deck and promotional deck

Skills & Interests

Technical: Figma, Procreate, Figjam, Adobe Photoshop

Other tools: Jira, Asana, Mixpanel, Apps Flyer, Airtable, Canva, Notion, Google Workspace, Hotjar, MoEngage

Language: Indonesia, English

Interests: Photography, Videography, Copywriting, Sports

Latest Certification

Product Psychology Masterclass by <https://growth.design/>

