Amesthysia Chandra Kirana

Product Designer (UI/UX) · Fintech, E-commerce & Retail

Jakarta, Indonesia (GMT+7) · Open to remote and relocation

+62 851 5730 0747 · amesthysia@gmail.com · Portfolio · LinkedIn

SUMMARY

Product Designer with 5 years of shipping web and mobile products across fintech, e-commerce, editorial, and retail. Currently designing high-volume payment, partner ecosystem, and agent-banking flows at Bank Rakyat Indonesia, one of Indonesia's largest banks. Previously took Female Daily Studio's e-commerce platform and POS system from 0 to 1, built a 100+ component design system, and led a redesign that grew site visits by 59%. Works end-to-end, from research and problem framing to production-ready UI, across complex B2B and B2C systems in fast-moving, cross-functional teams.

EXPERIENCE

Product Designer · PT Bank Rakyat Indonesia (BRI)

Jakarta, Indonesia · Apr 2026 – Present

Designing across the Bill & Payment and Ecosystem squads for BRILink (BRI's agent-banking network where local shop owners offer banking services) and BRIMOLA (its LPG supply-chain platform).

- **Bill & Payment squad:** Designed high-volume transactional flows across bill payments (utilities, government taxes, virtual accounts, multifinance), digital top-ups (e-wallets, BRIZZI e-money, mobile data, gold savings), and a full buying-and-selling insurance marketplace. Spanning consumer micro-insurance, national social security (BPJS), and agent cash protection.
- **Ecosystem squad:** Designed partner and BRI Group product integrations inside the BRILink app, spanning travel booking (flights and trains), lending and pawnshop services (Pegadaian, Bank Raya, micro-credit, and agent bridge loans), merchant POS tools, logistics, gamification, and government programs.
- **Ecosystem Information Architecture:** Restructured information architecture to scale third-party partner services and consolidate standalone B2B apps into a unified agent-banking ecosystem.
- **BRIMOLA web dashboards:** Designed web dashboards across the BRIMOLA supply-chain suite for four user roles: Admins, subsidized and non-subsidized gas agents, and Pangkalan retail bases.
- **BRIMOLA app migration:** Designed the migration of the standalone BRIMOLA Pangkalan app into BRILink, so bases order gas from agents inside one banking app instead of two.

UI/UX Designer · Female Daily Network

Jakarta, Indonesia · May 2022 – Feb 2026

Indonesia's leading beauty community, spanning editorial, e-commerce, and offline retail. Led end-to-end design across web and mobile in the Content and Commerce tribes.

- **Design system:** Built and scaled a design system of 100+ components from scratch, used across web and mobile products, improving consistency and speeding up developer handoff.
- **Girls Beyond (editorial):** Led a complete UX/UI overhaul focused on content discovery, increasing total site visits by 59%.
- **Female Daily Studio (e-commerce):** Led 0-to-1 design and two years of scaling, iterating on product discovery and checkout to support rapid growth.
- **Point of Sale system:** Designed a greenfield POS for high-volume retail, launched at X Beauty (Indonesia's largest beauty festival) and rolled out to Female Daily Studio's physical stores. Refined checkout through on-site usability testing with brand partners.
- **Authentication (SSO):** Redesigned the single sign-on flow and moved OTP delivery from SMS to WhatsApp and email, reducing OTP delivery costs.
- **Try & Review:** Used baseline funnel data to locate drop-offs in the product-testing feature, redesigned the flow to reduce cognitive load, and validated it through usability testing.

UI/UX Designer · PT Smartfren Telecom Tbk

Jakarta, Indonesia · Aug 2021 – Feb 2022

Growth team at a national mobile operator, defining new product initiatives and shaping the design roadmap.

- **Smartpay e-wallet:** Led foundational research and concept design for a financial super app for Indonesian users, with high-fidelity prototypes for NFC payments, SMS-based offline transactions, and group savings.
- **Smartfren app homepage:** Redesigned the Quota Dashboard and restructured its information architecture, making data usage, prepaid credit, and plan browsing easier to find.

SKILLS & TOOLS

Product design: End-to-end UX, interaction design, information architecture, prototyping, design systems, accessibility, localization

Research: Usability testing (in-person and remote), funnel and drop-off analysis, requirements gathering, competitive benchmarking

Domains: Digital banking and payments, agent banking, B2B dashboards, e-commerce, POS and retail, editorial

Tools: Figma, FigJam, Adobe XD, Sketch, Whimsical, Maze, Hotjar, Jira, Confluence, Zeroheight; familiar with Bootstrap and Ant Design

Languages: Indonesian (native), English (C1 Advanced, EF SET 70/100)

EDUCATION

Bachelor of Informatics · Bakrie University, Jakarta

Relevant coursework: Application Prototyping, Design Thinking, Persona Development