



Achmad Baraja

Product Designer

Indonesia, Jakarta

Tools

Competencies & Skills

achmadbaraja.com

Achmad is a Professional design leader with a strong background in driving impactful visual solutions. Proven ability to foster team collaboration and adapt to changing project needs. Skilled in creative direction, user experience design, and strategic planning. Known for producing high-quality work that consistently meets objectives and exceeds expectations.

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Portfolio:

<https://achmadbaraja.com/files/achmadbaraja-portfolio-2024.pdf>

Behance: https://www.behance.net/cheb_achmed

Linkedin: <https://www.linkedin.com/in/achmadbaraja/>

Figma • Adobe XD • Sketch • Invision • Adobe Illustrator • Adobe Photoshop • Miro • Figjam • Notion • Zeplin • HTML5 • CSS3 • Javascript • Adobe After Effect • Adobe Premiere • Google Web Designer • WordPress • Wix • Webflow • Email Platform • SEO • MidJourney • DALL-E • Adobe Sensei • ChatGPT • Canva • Trello • Clickup • Jira • Asana

- Expert in creating user-centered digital experiences with a focus on usability and visual appeal.
- Skilled in crafting seamless, responsive interactions that enhance user engagement.
- Proficient in conducting user research to inform design decisions and improve usability.
- Strong ability to balance aesthetics with functionality in creating impactful designs.
- Experienced in organizing content and navigation for intuitive user flows.
- Able to build interactive prototypes to validate design concepts and user feedback.
- Expertise in creating and maintaining consistent design systems for digital platforms.
- Proficient in HTML, CSS, and JavaScript for implementing responsive web designs.
- Specialized in creating mobile-optimized interfaces across iOS and Android platforms.
- Skilled in creating engaging 2D animations for enhanced user interaction.
- Able to produce high-quality video content for user

engagement and brand communication.

- Expertise in designing attractive and functional packaging and print materials.
- Strong ability to transform abstract ideas into actionable design solutions.
- Skilled in turning complex data into clear, engaging infographics.
- Proven ability to lead design teams and collaborate cross-functionally to achieve goals.
- Effective at managing multiple projects while meeting deadlines without compromising quality.
- Strong problem-solving skills, delivering effective design solutions with long-term impact.
- Meticulous in delivering high-quality, error-free designs.
- Able to communicate design concepts clearly to stakeholders and clients.
- Applying human-centered design principles to solve complex user problems creatively.

Experience

Atraksi.Digital / Head of Product Design (Hybrid)

JUNE 2024 - PRESENT, Greater Jakarta, Indonesia

I am responsible for building interactive campaigns from Design to development. I led a team of 2 Designers and 1 Developer to build an interactive project such as Games, Quizzes, Landing Pages, and other interactive products that support most of the agencies in greater Jakarta, Kuala Lumpur, and Singapore. Since June 2024, we have successfully delivered more than 10 projects for our clients.

Freelance / Product Designer and Web Developer (Remote)

JANUARY 2016 - PRESENT, Malaysia, Singapore & Indonesia

Working together with Singaporean and Malaysian partners to deliver their projects. I've Delivered WordPress and Wix design and development, building interactive content, landing pages, email designs and development, and brand consultancy and design.

iMoney Group / Group Head of Design (Hybrid)

JANUARY 2019 - JANUARY 2024, Kuala Lumpur, Malaysia

- Promoted to **Group Head of Design**, managing a team of 6 designers and leading major projects such as campaigns and web development initiatives.
- Directed a team specializing in **Fintech content and design**, overseeing design execution, providing guidance, and fostering collaboration.

- Collaborated with Product, Technology, Marketing, and Business Development (Sales) teams to shape the design/product vision, define user journeys, and establish system designs.
- Ensured the delivery of high-quality outputs by balancing speed and efficiency without compromising standards.
- Conducted daily stand-up meetings with the design team to provide feedback, track project progress, and ensure alignment with key performance indicators (KPIs).
- Maintained design excellence by prioritizing clarity, usability, effectiveness, and visual appeal in all outputs.
- Monitored team satisfaction and morale, leading initiatives to foster engagement, happiness, and a positive work environment.
- Utilized **AI-powered tools** like Adobe Sensei and MidJourney to streamline design processes and enhance creative outputs.

iMoney Malaysia / UI UX Designer (Onsite)

JANUARY 2016 - JANUARY 2019, Kuala Lumpur, Malaysia

- **Revamped** a partner landing page for their marketing campaign, creating an innovative user journey and integrating tools designed to attract and engage visitors. As a **UI/UX Designer and Front-End Developer**, I contributed to **user research, competitor analysis, UI design, prototyping**, and web development using **PHP** and **JavaScript**.
- **Rebranded** our main website, **iMoney.my**, in collaboration with the Marketing and Tech teams. I was involved from the project's early stages, contributing to **brainstorming, whiteboarding, user research, competitor analysis**, and **finalizing brand guidelines**, as well as **UI design and prototyping**.

iMoney Malaysia / Creative Designer (Onsite)

DECEMBER 2014 - DECEMBER 2015, Kuala Lumpur, Malaysia

- Joined **iMoney.my** as a Creative Designer, supporting the Marketing team by designing a variety of assets and focusing on creating simple landing pages and animations to enhance campaign performance.
- Designed and produced **motion graphic projects** for clients to boost engagement.
- Created **content and graphic assets**, including infographics and banners, to support marketing initiatives.
- Developed **microsites and landing pages** tailored for marketing campaigns.
- Created, Maintained, and updated **EDM (Email Direct Marketing)** designs for marketing and commercial activities.

Unifiedcomms / Creative Designer (Onsite)

JUNE 2013 - DECEMBER 2014, Shah Alam, Malaysia

- Joined **Unifiedcomms** as a Creative Designer, responsible for creating digital marketing assets, including **digital banners, animated videos, and microsites**.
- Delivered high-quality work efficiently, maintaining a balance between speed and excellence.
- Ensured all designs met the highest standards of **clarity, usability, effectiveness, and visual appeal**.
- Managed the development of **microsites** and **EDM (Email Direct Marketing)** campaigns.

Education

UTeM Melaka / Bachelor degree of Computer Science (Interactive Media)

JANUARY 2010 - JUNE 2013, Melaka, Malaysia

Universitas Dinamika / Diploma 3 Computer Graphic and Printing

JANUARY 2006 - JANUARY 2009, Surabaya, Indonesia

Certification & Awards

- Nominated and won best monthly Team Leader 7 times
- Part of the team winning Marketing Team of the Year 2022 (SILVER)
- Part of the team that won Marketing Excellence Awards (GOLD) in Data-driven marketing
- Obtained UI UX Certification from Great Learning

Languages

- English - Professional
- Indonesia - Native Speaker
- Arabic - Professional

References

Melissa Chan / Managing Partner

Remix Solutions - Malaysia

<https://www.linkedin.com/in/melissa-c-5451881/>

Liung Kim Thong / Consultant

Klikk digital sdn bhd - Malaysia

<https://www.linkedin.com/in/kim-thong/>