



Wahyudin

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Kertawinangun RT 01 RW 01, Salamdarma, Anjatan, Indramayu

Experienced UI/UX Designer skilled in crafting intuitive, user-centered interfaces using Figma and Design Thinking methods. Also experienced as a Digital Marketing, managing content strategy and Meta Ads campaigns that drive measurable business results.

Professional Experience

Manufacturer Digital Hub - Remote

March 2025 - Present

Product Designer & Digital Marketing Lead - (Full Time)

Manufacture Digital Hub (MDH) is a tech company offering IT consulting, ready-made digital products, and SaaS solutions to help businesses operate more efficiently and scale seamlessly.

- Led end-to-end product design: UX research, user flows, wireframes, design systems, and final mockups.
- Conducted user research and usability testing to improve product features.
- Built scalable design systems across multiple MDH products.
- Developed monthly marketing strategies for organic content and paid campaigns.
- Managed B2B Meta Ads campaigns generating 650M+ IDR in sales within 12 months.

Fakultas Ekonomi dan Manajemen IPB University - Remote

April 2023 - Present

Media - (Freelance)

The Faculty of Economics and Management is one of the faculties at IPB University.

- Developed the faculty website using WordPress with Elementor Builder.
- Managed Iqtishodia articles in collaboration with Republika.id.
- Created designs for social media, websites, etc.
- Administered social media and the faculty website.

PT. 4net Prima Solusi - Depok, West Java

September 2024 - December 2024

UI/UX Designer - (Full Time Project Based)

PT 4Net Prima Solusi (FPS) is a consulting company that provides IT solutions for various industries with the aim of helping you grow your business and achieve your goals amidst market changes and increasing competitiveness.

- Developed and designed the Design System for APP AirNav Indonesia Project
- Designed User Experience and User Interface for web app and mobile
- Conducted Prototyping and User Testing.

PT. Terralogiq Integrasi Solusi - South Jakarta

June 2023 - March 2024

UI/UX Designer - (Full Time)

Terralogiq is a leading local technology company and Premier Google Cloud Partner providing Geospatial Solutions, Location Intelligence, and Mobility in Indonesia.

- Developed and designed the Design System.
- Created Information Architecture and User Flow.
- Designed User Experience and User Interface.
- Conducted Prototyping and User Testing.

PT Era Resolusi Pintar Indonesia - West Jakarta

October 2022 - May 2023

UI/UX Designer - (Full Time)

PT. Era Resolusi Pintar Indonesia is a startup in the SaaS (Software as a Service) industry, providing innovative software solutions to meet business needs.

- Conducted user research.
- Integrated business strategy with product design.
- Developed Design System, Wireframe, User Experience (UX), and User Interface (UI).
- Conducted Prototyping and User Testing.

MDH Digital - Remote

April 2022 - February 2024

UI/UX Designer - (Freelance)

MDH Digital is a software house agency helping business actors create applications, websites, and systems according to business needs.

- Interpreted Product Requirement Documents into product designs.
- Created Design System, User Flow, Information Architecture, and Wireframe.
- Developed responsive mobile and website application mockups.

PT Pas Global Teknologi - East Jakarta

December 2021 - September 2022

Lead Graphic Designer - (Full Time)

PT Pas Global Teknologi (PGT) is a company focused on information technology solutions supporting Industry 4.0

- Developed Design Guidelines for marketing needs.
- Designed marketing, sales, and product materials.
- Created 600+ designs in three months.

Ikatan Ahli Ekonomi Islam Indonesia (IAEI) - Central Jakarta

September 2021 - December 2021

Social Media and Graphic Designer - Internship

IAEI is an organization of academics and practitioners conducting research, development, education, and dissemination of Islamic economics.

- Generated ideas and schedules for social media content.
- Designed for social media, websites, etc.
- Completed 1000+ certificate designs using Autocrat.

Skills

UX Strategy	UI Design	User Flow	Wireframe	Prototype	Mockup
Design System	CMS Wordpress	Usability Testing	Digital Marketing	Web 3	

Projects

- (2026) **Kontena**: AI content generation platform for Indonesian SMEs and creators. Generates marketing content on demand with a lifetime-access
- (2026) **Rumah.go.id**: Indonesia's national housing platform developed by BP Tapera, enabling transparent housing information, developer management, and integrated government housing services.
- (2026): **CSHub**: All-in-one platform combining a WhatsApp CRM, AI sales agent, and online store builder for SMEs. Helps small businesses manage customers and close sales in one place.
- (2025): **WhatsCRM Hub**: White-label WhatsApp CRM with an optional source-code ownership model. Built for agencies and resellers who want to rebrand and resell the platform
- (2025): **InviteHub**: A digital invitation platform with customizable templates and real-time guest management.
- (2025): **UsahaHub Pos Lite**: A lightweight POS system built for micro-businesses, enabling simple sales recording and inventory tracking
- (2025): **Urku Transformer Densus 88**: A mobile application for internal financial recording, tax reporting, and financial submission workflows across Densus 88 units
- (2024): **APP AirNav Indonesia**: Developed a mobile application and back-office website for AirNav Indonesia to support HRIS payroll processes and internal office administration systems
- (2024): **Tapera Digital Services**: A website for managing membership and partnerships of BP Tapera
- (2024): **Stok Rumah Tapera**: A website and application for managing subsidized and commercial housing by registered developers at the Ministry of Public Works and Housing
- (2024): **Pasar Safe**: A Point of Sales application for UMKM financial recording with employee attendance features
- (2024): **Website FEM IPB**: An academic information and services website for the Faculty of Economics and Management IPB University
- (2023): **Luna**: An online shopping application for PT Remaxlife Indonesia to facilitate accessory and gadget purchases
- (2023): **CFP AIFC 2023**: A website providing information on an article competition by the Fiscal Policy Agency of the Indonesian Ministry of Finance
- (2023): **GoPeriksa**: A website providing health services information to find nearby clinics and doctors in Jakarta
- (2022): **ERPE Smart POS**: Aplikasi A Point of Sales application for sales recording

Certificates

- **Build With Angga**: Lear Figma Complete UI/UX Designer
- **Build With Angga**: Complete Guide UX Wireframe Design
- **Build With Angga**: UI Style Guide With Figma
- **Build With Angga**: UI Design: Wireframe to Visual Design

Education

IPB University - Bogor

September 2018 - June 2023

Sharia Economics, GPA 3.52/4.00

- Led the "Digitalization of UMKM Salamdarma Village Indramayu" KKN work program in 2021.
- Elected as the head of the Department Introduction program in 2020.
- Represented the department in the men's singles badminton competition at the faculty level and won 1st place.

Organizational Experience

Sharia Economic Student Club

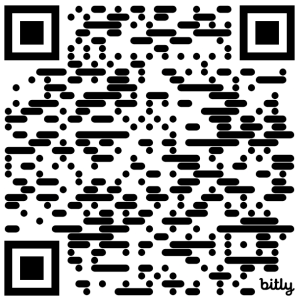
January 2020 - January 2021

Head of Media and Branding

- Developed design guidelines for organizational needs.

- Managed the organization's social media and website.
- Conducted internal design training.

Portofolio



View Portofolio: <https://bit.ly/portouiux-wahyudin>