HAECHAL ABDILLAH SUHENDAR
PRODUCT DESIGNER & ENGINEER

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EXPERIENCE

INA Digital (Peruri)
Product Designer
Jun 2024 - Present

Built the **INA Digital Design Agent**, an AI design partner for **all 4 squads** at INA Digital. Its **shared team memory** of past decisions and proven IDDS patterns takes designers from brief to flows, screens, and handoff in **about a day instead of weeks** (**80%** less exploration).

Built the foundation of **IDDS**, Indonesia's national government design system (**9 foundations, 26 components, 15 patterns**), taking it from a 4-ministry pilot to a **national standard** cited in Kepmenpanrb 354/2026 for **27,000+** government apps. Design INAgov modules for **4.7M** civil servants.

Jack Finance / Transfez
UI/UX Designer
Jun 2022 - Jun 2024

Designed **corporate cards, payroll, accounting, and cross-border transfers** across web and mobile for B2B and B2C. Built the atomic design system that **tripled design velocity**, lifted KYB/KYC onboarding completion by **80%**, and set up the design-ops practice that cut handoff time by **45%**.

Belle & Kate ROOM
Freelance Product Designer
Sep 2022 - Nov 2023

Led design for a luxury resale marketplace in Indonesia and Singapore with the founders, engineers and authenticators. Our new onboarding and checkout lifted sign-ups **35%** and checkout completion **22%** in **3 months**, plus a **bag-verification** flow behind buyer trust.

Banmo
Founding Designer
2020 - 2022

Took a child-and-parent monitoring app from **zero to launch** through the COVID period, owning UX, UI, and product decisions across parent and child apps.

Synergy Engineering
Engineering & UI/UX Intern
Jul - Dec 2020

Redesigned onboarding and calculation flows for oil and gas engineering tools, lifting task completion by **25%** and cutting workflow time by **40%**.

INDEPENDENT

Lampirin
Founder, Designer & Engineer
2026 - Present

Reached **220+ job seekers** in 3 months with **7%** free-to-paid conversion (above the 2-5% freemium norm) on **zero ad spend**, by solo-building lampirin.com, an **AI CV reviewer** for Indonesia's brutal job market.

Freelance Product Design
Enterprise clients
2026 - Present

Became the go-to product partner for **3 enterprise clients** across law, education and luxury retail, owning each product **from design to production** by leading discovery, **role-based flows** and scalable design systems.

EDUCATION

Universitas Brawijaya

B.Sc. Computer Science
Graduated Dec 2021

SKILLS

Design & Prototyping	Figma, FigJam, ProtoPie, Framer, Rive, Maze
Design Systems	Tokens, component libraries, WCAG 2.1, OOUX
AI-Assisted Design	Claude Code, Cursor, Hermes
Engineering	Next.js, React, Tailwind CSS, Three.js
Domain	Any domain; shipped fintech, gov-tech, B2B, e-commerce, AI
Languages	Bahasa Indonesia (native), English (professional)