



# Imam Maulana

Senior Product Designer & Digital Product Builder

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Senior Product Designer with 8+ years of experience designing web, mobile, OTT, community, and operational products. Strong in product discovery, user flows, prototyping, usability improvement, design systems, and cross-functional delivery. Led cross-platform product design at Vidio.com and currently building Pietiq.app, an agritech operations platform.

## Core Skills

Product Design · UI/UX Design · User Flows · Wireframing · Prototyping · Usability Improvement · Design Systems · Mobile App Design · Web App Design · Dashboard Design · SaaS Product Design · OTT Platform Design · Workflow Design · Service Design · Cross-functional Collaboration · Stakeholder Management

## Tools

Figma · FigJam · Miro · Notion · Jira · Google Sheets/Excel · Google Analytics · Basic HTML/CSS · n8n · AI Workflow Tools

## Experiences

### Pietiq.app — Independent Product Build

Self-initiated Product | 2024 – Present

- Designed an agritech operations platform for broiler farm management, covering reporting, approvals, KPI monitoring, finance tracking, and role-based workflows.
- Converted manual farm operations into structured web and mobile workflows for workers, supervisors, and owners.
- Planned IoT-enabled farm monitoring for temperature, humidity, ammonia, airflow, body weight tracking, and CCTV dashboard.

### Vidio.com - Product Design Lead

February 2019 - April 2025

- Led product design across web, iOS, Android, and TV platforms for one of Indonesia's leading OTT streaming platforms.
- Owned end-to-end design from discovery, user flows, wireframes, prototypes, validation, handoff, and post-launch iteration.
- Designed product experiences across engagement, gamification, subscription, CRM, notification, and content discovery.

### BBM - Senior UI/UX Designer

December 2017 - February 2019

- Designed mobile-first experiences for social, community, chat, asset sharing, payment, and digital service features.
- Created user flows, wireframes, prototypes, and UI designs in collaboration with product and engineering teams.

### Karir.com - UI/UX Design Lead

May 2017 - December 2017

- Led UX and creative design processes across ideation, validation, interface design, testing, and post-launch evaluation.
- Developed design frameworks to improve product consistency and execution across digital recruitment experiences.

### Vocanic (GroupM) - Digital Creative & UI Designer

June 2015 - April 2017

- Designed campaign assets, landing pages, and digital interfaces for regional teams across Singapore, Malaysia, and Indonesia.

## Education

UPI YAI University, Jakarta

Studied Informatics Engineering | 2004 – 2009