

M. Hanif Zulfikar

SENIOR PRODUCT DESIGNER

Lombok, Indonesia. Remote across APAC, EMEA and US hours · fikarhanif551@gmail.com · hanifzulfikar.com
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PROFILE

Senior product designer with a computer science background, currently leading design for AI products at Bookipi. Principal-level scope on design systems, most recently Legion at Telkom Indonesia: the system behind 108 products, run with a team of six. Designs in code rather than static handoff, shipping production React, Next.js and TypeScript with AI as a daily collaborator.

EXPERIENCE

Bookipi	Remote, Australia
<i>Senior Product Designer, Full-time</i>	Dec 2024 – Present
<ul style="list-style-type: none">Lead design for three products in the Bookipi group (Bookipay, AI Accounting and AI Scheduling), from problem definition through to shipped release.Designed the AI Notetaker and Scheduler flow: meetings are transcribed, summarised and turned into action items clients can book against directly, cutting scheduling overhead by 60%.Designed the natural-language flows behind AI Accounting (receipt capture, expense categorisation and tax-ready reporting) so small-business owners can keep books without an accountant.Contribute to the Bookipi Design System (BDS), standardising components so design and engineering ship from one source of truth.	
Telkom Indonesia	Jakarta, Indonesia
<i>Product Designer Principal, Full-time</i>	Dec 2020 – Nov 2024
<ul style="list-style-type: none">Redesigned Pijar Mahir: user visits up 45%, time on site up 15%, pages viewed up 22%, and helpdesk complaints down 92%.Improved Pijar Belajar and Pijar Sekolah, tailoring the learning experience for schools and independent learners.Built the design system that standardised the ecosystem, cutting design handover time by 40% and speeding UI screen production by 50%.Ran the UX research that informed the roadmap, contributing to the Pijar Ecosystem reaching EBITDA-positive.	
<i>Lead UI Designer, Legion Design System, Full-time</i>	Dec 2021 – Nov 2024
<ul style="list-style-type: none">Owned Telkom Indonesia's design system across 108 products, leading a team of six and unifying design across Logee, Agree and Pijar, lifting adoption by 18%.Led UI component development, improving UI production efficiency by 50% alongside a 40% faster handover to engineering.Grew the reusable asset library tenfold and wrote the award-winning documentation behind it.	

ONZ Group

Remote, Brunei

Senior Product Designer, Contract

Jun 2021 – Oct 2023

- Led product strategy and the V2 launch, onboarding 1,000+ merchants through research-driven design across apps and dashboards.
- Built the design system that cut design time by 40%, and introduced the microinteractions that carried the new brand.

Intent UX

Remote, United States

Lead UI/UX Designer, Contract

Nov 2020 – Sep 2023

- Led UI delivery across 20+ client projects and standardised a shared design system, lifting client satisfaction by 20% and delivery efficiency by 35%.
- Worked directly with the CEO on cross-client design strategy, meeting 100% of client scope across the portfolio.
- Mentored junior designers, increasing team productivity by 25%.

Telgani

Remote, Saudi Arabia

UI/UX Designer, Contract

May 2021 – Sep 2022

- Led design across the full platform: customer app, driver app, admin dashboard and B2B portal.
- Created the design system that held consistency across every touchpoint.
- Telgani raised \$8.5M across three rounds following the redesign.

Innolab Studio

Remote

Founder & Lead Product Designer, Founder · Part-time

Nov 2018 – Present

- Founded and lead the studio: 100 client projects delivered at 95% satisfaction, with design work improving delivery efficiency by 30%.
- Grew the studio into sub-brands, expanding market reach by 40%.

Cuscapi Berhad

Denpasar, Bali

UI/UX Designer & UI Engineer, Full-time

Feb 2020 – Jan 2021

- Modernised 12+ POS interfaces for KFC, Pepper Lunch and Nando's.
- Shipped the designs myself in HTML, CSS, Android UI and Flutter, the first role where design and front-end were one job.

CONTRACT & FREELANCE

Skedda

Remote, Sydney

Product Designer, Freelance

Jan 2023 – Apr 2023

- Ran the user research behind a 20% lift in satisfaction, then designed the customer and admin dashboards it pointed to, lifting task efficiency by 25%.
- Built the design system that improved component reuse by 30%.

Payro

Remote, Sydney

Product Designer, Freelance

Jan 2021 – Apr 2021

- Revamped Payro's portals for a 30% lift in engagement, and built the system that cut design and development time by 40%.

Castling Capital
UI/UX Designer, Freelance

Remote, New York
May 2021 – Jul 2021

- Led the design system that reduced UI inconsistency by 35% across platforms.
- Revamped key interfaces: engagement up 20%, user errors down 15%, delivery 25% faster.

Frisbi
UI/UX Designer, Freelance

Remote, United States
Dec 2020 – Apr 2021

- Redesigned Frisbi (formerly First Choice Shipping) for a 40% lift in engagement, with a design system that cut design time by 30%.
- Built the Lottie and After Effects microinteractions that raised interaction satisfaction by 25%.

Goprint Indonesia
Co-founder & Product Designer, Co-founder

Bali, Indonesia
Jun 2018 – Dec 2020

- Co-founded the company and led design, development and marketing for an online printing marketplace.
- Designed the product and shipped it as Android app features myself.

EDUCATION

Computer Science, BSc, Udayana University

2016 – 2020

SKILLS

Strengths

Design Systems, Product Strategy, AI Product Design, Design Engineering, Team Leadership, UX Research, Usability Testing, Motion Design

Tools

Figma, Figma Variables, Framer, Protopie, After Effects, Lottie, React & Next.js, TypeScript, HTML/CSS, Flutter, Claude, GPT & Gemini

Languages

English (professional working proficiency), Indonesian (native)

CERTIFICATIONS

UX Management: Strategy and Tactics, Interaction Design Foundation

2023

Mobile User Experience (UX) Design, Interaction Design Foundation

2023

UI Design Patterns for Successful Software, Interaction Design Foundation

2024

Plus three further IxDF certificates (2024), full list on LinkedIn.

AWARDS

1st Place, Android App Development, ITCC 2019, Udayana University

2018

2nd Place, Startup Sector, IdenTIK Kominfo 2019, KOMINFO

2019

3rd Place, Mobile Apps Development, VOCOMFEST UGM, UGM

2017