



Wahyudin

<https://wa.me/6285212576210> | wahyudin161718@gmail.com | <https://www.linkedin.com/in/wahyu-din-39aa51166/>

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 <i>Product Designer & Digital Marketing Lead - (Full Time)</i> 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.	March 2025 - Present
Fakultas Ekonomi dan Manajemen IPB University - Remote <i>Media - (Freelance)</i> 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.	April 2023 - Present
PT. 4net Prima Solusi - Depok, West Java <i>UI/UX Designer - (Full Time Project Based)</i> 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.	September 2024 - December 2024
PT. Terralogiq Integrasi Solusi - South Jakarta <i>UI/UX Designer - (Full Time)</i> 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.	June 2023 - March 2024
PT Era Resolusi Pintar Indonesia - West Jakarta <i>UI/UX Designer - (Full Time)</i> 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.	October 2022 - May 2023
MDH Digital - Remote <i>UI/UX Designer - (Freelance)</i> 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.	April 2022 - February 2024
PT Pas Global Teknologi - East Jakarta <i>Lead Graphic Designer - (Full Time)</i> 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.	December 2021 - September 2022
Ikatan Ahli Ekonomi Islam Indonesia (IAEI) - Central Jakarta <i>Social Media and Graphic Designer - Internship</i> 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.	September 2021 - December 2021

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): **Urkie Transormer 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 <i>Sharia Economics, GPA 3.52/4.00</i> • 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.	September 2018 - June 2023
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Organizational Experience

Sharia Economic Student Club <i>Head of Media and Branding</i> • Developed design guidelines for organizational needs.	January 2020 - January 2021
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- Managed the organization's social media and website.
- Conducted internal design training.

Portofolio



View Portofolio: <https://wahyudin.art>