

Achmad Afif Ubaydillah

Product Designer & No-Code Developer

Available for remote or relocation anywhere

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Indonesia, East Java

SUMMARY

Product Designer with 3+ years of experience in UI/UX, from user flows and information architecture to prototypes and high-fidelity design across web, mobile, and dashboards. Has led design on 20+ client projects from first call to final delivery, mentored 5 junior designers, and uses AI across the workflow to speed up exploration and decision-making. Comfortable owning creative direction while staying deeply involved in the craft, with an adaptive, problem-solving approach to every brief.

EXPERIENCES

Design Lead Magika Studio ↗ 08/2025 - 10/2026

Fulltime • Remote

- Led design across 20+ client projects from first call to closing, contributing to $50K+ in studio revenue over the first 12 months, with an average of 25 days from kickoff to delivery.
- Fronted client acquisition on the design side: ran introduction calls, scoped briefs, and delivered design trials that turned prospects into signed projects. About 5 clients returned for repeat work.
- Built a Figma design system kit that standardized file structure and documentation across every designer, so people moving between projects lose less time to context switching.
- Mentored 5 junior designers; 4 of 5 improved the quality of their work and received pay increases. Taught the team Framer and Webflow so they can own work from design through deployment.
- Introduced AI into the design workflow: Codex, Figma Make, Stitch by Google, and Claude produce first-draft wireframes, then designers add human design taste. Extended AI to non-design work such as client proposal documents.
- Curated 10 case studies from finished projects into the studio's digital presence to market the studio and attract new leads.
- Reviewed all design output for consistency and alignment with the studio's creative direction, and supported client meetings by explaining the rationale behind complex UX solutions.
- Improved internal processes, including project folder management and the Figma-to-Framer/Webflow handoff.

Product Designer Magika Studio ↗ 04/2025 - 07/2025

Fulltime • Hybrid

- Designed UI/UX for e-commerce, dashboards, company websites, and mobile apps from client briefs, producing wireframes, user flows, customer journeys, prototypes, and final designs in Figma.
- Built and launched 5+ live websites in Framer and Webflow directly from Figma designs; a company website typically shipped in 3 to 6 weeks depending on page count.
- Worked with designers and project managers to define features from client briefs.

UI/UX Designer Sawargy Agency ↗ 05/2024 - 06/2024

Freelance • Remote

- Redesigned the interface and user experience of a Christian hymns and Bible reading app, delivering 50+ screens.
- Created and maintained a design system to keep the app's interface and design elements visually consistent.
- Collaborated with UI/UX and product designers to align designs with the product vision.

UI/UX Designer Aptikma Teknologi ↗ 12/2023 - 01/2024

Freelance • Remote

- Revamped the website of a life insurance company, designing 25+ screens to improve visual clarity and user engagement.
- Built a design system to keep the product consistent, and designed interaction prototypes to communicate user flows.
- Worked with product managers and stakeholders to align designs with business objectives.
- Designed interaction prototypes to effectively communicate user flows and design concepts

UI/UX Designer Aptikma Teknologi ↗ 08/2022 - 11/2022

Intern • On-Site

- Designed and implemented user interfaces for mobile apps, including an employee app that summarizes attendance, salary, and working hours.
- Built a design system to keep the product consistent, and designed interaction prototypes to communicate user flows.`
- Worked with product managers and stakeholders to align designs with business objectives.
- Designed interaction prototypes to effectively communicate user flows and design concepts

HACKATHON WINNER

BASED SEA (Southeast Asia) ↗

ETH SEA Winner Web3 Innovation Track Coinfest Asia ↗

SKILLS

Design: UI design, mobile and web design, design systems, auto layout, wireframing, prototyping, user flows, information architecture, usability testing, user research and interviews, competitive analysis

Build and AI: No-code development (Framer, Webflow), AI-assisted design, agentic workflows, Figma-to-live handoff

Leadership: Design leadership, mentoring, project scoping and milestones, design review, client communication.

Tools: Figma, Figma Make, Framer, Webflow, Claude Code, Codex CLI, pen.dev, Stitch by Google, Jitter, Adobe Photoshop, After Effects, Premiere Pro.

EDUCATION

Bachelor of Information Technology Education 2019 - 2024

University Of Brawijaya ↗

COURSE AND CERTIFICATIONS

UX Designer: Digital Product Development, Skill Academy by Ruangguru ↗ 2024

UI/UX Design, Niagahoster UI/UX Designer Internship, Niagahoster X Rakamin Academy ↗ 2024

UI/UX Design, Digital Talent Scholarship Kominfo, Binar Academy ↗ 2024

Mastering Figma UI Design & Illustration for Freelancer, BuildWithAngga ↗ 2024

Full-Stack Website Designer, BuildWithAngga ↗ 2024

LANGUAGES

Bahasa Indonesia (Native) | **English** (Conversational)