GUSTAFIAN DEWANTARA

Senior Product Designer | SaaS, B2B & Web Applications

Sukoharjo, Indonesia | hi@gustafiande.com | gustafiande.com | linkedin.com/in/gustafiande

SUMMARY

Senior Product Designer with 6 years designing SaaS platforms, B2B web applications, and operational dashboards for startups and enterprises across the US, EU, and APAC. Specializes in complex, data-dense products: mapping multi-stakeholder workflows into clear user flows, validating structure in wireframes and interactive prototypes, and building the design systems that keep products coherent as they scale. Works end to end from problem definition through high-fidelity mockups and documented developer handoff. Backed by an architecture degree that trained the systems thinking behind the work. Now moving from independent consulting into a full-time role to own one product long term.

CORE SKILLS

Product and UX: Product Design, UX Design, UI Design, SaaS Design, B2B Design, Dashboard Design, Web App Design, MVP Design, Mobile App Design

Research and Structure: User Research, Usability Testing, Information Architecture, User Flow Design, Wireframing, Data-Informed Iteration, Conversion Optimization

Systems and Delivery: Design Systems, Component Libraries, Design Tokens, Interaction Design, Micro-interactions, Motion Specs, Responsive Web Design, Accessibility (WCAG), Developer Handoff

Tools: Figma, FigJam, Framer, Framer code components (TypeScript/React), WordPress, Claude Code, Figma MCP

PROFESSIONAL EXPERIENCE

Independent Product Design Consultant (Self-Employed)

March 2022 to Present | Remote | Clients across the US, EU, and APAC

- Delivered projects for 40+ clients end to end, from discovery through developer handoff, holding Top Rated Plus status on Upwork with a 100% Job Success Score and a 4.86 average rating across 3,300+ logged hours.
- Won repeat engagements from several clients by leaving every project with a design system the client could keep building on rather than a set of finished screens.
- Redesigned the admin portal, customer portal, and core platform of YoPrint, a US print shop management SaaS (2022-2025), restructuring order management, production scheduling, inventory, and pricing into daily workflows on a shared design system for a platform serving 500+ print shops and $650M+ in processed payments.
- Standardized components, states, and interaction patterns for Aquatio, the supply chain platform at Fulfillment IQ (2024-2025), delivering a cross-platform design system that gave product and engineering one source of truth for multi-stakeholder logistics workflows.
- Rebuilt the ordering experience for CorporateMerch, a New York corporate gifting platform, restructuring an unstructured catalog with multi-facet filtering and adding a self-serve customization studio that keeps logo placement on brand without a designer in the loop.
- Designed a consumer cashback app and its operator dashboard across a three-year engagement, delivering clickable prototypes for both sides and a shared design system so members and internal merchant teams worked in one visual language.
- Designed the B2B platform behind INHAABIT 3D product configurators and AR room planner, structuring product management, material and variant selection, and 3D preview on a shadcn-based component system so retailers could set up configurable products without the interface competing with the model on screen.
- Rebuilt the dashboard and onboarding for SimplifiedInvoice, a fintech invoicing platform, mapping the full sitemap and validating structure in wireframes before visual design, then delivering a four-step onboarding flow, 15 settings sub-pages, and an extensible component library.
- Designed a disaster early-warning platform used by government agencies, covering forecasting, indicators, alert broadcasting, and reporting, and added a summary dashboard consolidating active alerts, broadcast reach, and rainfall, river level, and temperature readings into one view so officials could judge whether to act before drilling into any dataset.

- Defined a receipt-to-rewards mobile product from an early-stage brief with no existing product to redesign, scoping which everyday actions could power entries and structuring the app into seven core areas, mapping sign-up to cash-out before a single screen was drawn.

Senior Staff, Design and Production Division | Perum Perumnas (BUMN)

September 2019 to September 2022 | Full-Time | Bogor, Indonesia

- Built an internal construction-progress tracking app, replacing manual reporting with real-time project visibility for site and management teams.
- Audited the organization's public website and delivered design recommendations covering structure, navigation, and content presentation, bringing web design practice into a construction and property environment.
- Ensured delivery met detailed engineering drawings (DED) for quality and compliance across active sites.

Product Designer (Part-Time) | Dirory (1000 Startup Digital)

November 2021 to March 2022 | Remote, Indonesia

- Designed B2B digital products for architectural designers and manufacturers, mapping user needs into clear flows to support early product-market fit.
- Partnered with cross-functional teams to gather user data and insights, turning them into the design decisions behind each release.
- Shipped the website design and end-to-end experience for an early-stage B2B startup whose product advanced to the final stage of 1000 Startup Digital, a government-backed national startup bootcamp.

UI/UX Designer (Part-Time) | PT Aplikasi Rumah Indonesia (ARUMI)

October 2020 to May 2021 | Indonesia

- Designed mobile app UI and brand guidelines for a real estate platform, setting visual standards across product and marketing surfaces.
- Shaped product decisions through user research with property developers and homebuyers, translating insights into interface requirements.
- Designed a product that reached a live pilot, trialed by a division of an Indonesian state-owned property developer, taking the work past concept stage and into the hands of institutional users.

SPEAKING AND MENTORING

- Design mentor, Fullfind Academy, six-month fixed engagement guiding early-career designers through portfolio and product design fundamentals.
- Webinar speaker, Skilvul, three sessions on product and UI/UX design practice.

EDUCATION

Bachelor of Architecture | Universitas Islam Indonesia, Yogyakarta | 2013 to 2018

- Chairman, Architecture Student Association, leading cross-team coordination across the organization.

CERTIFICATIONS

- Designing User Interfaces and Experiences (UI/UX), IBM, November 2025
- Google UX Design Certificate, Google, December 2023
- UI/UX Challenge (Completion with Honor), Skilvul, November 2021