Raam Pujangga Sadewa

Product Designer · Checkout, Payments & Marketplaces · Research-led, builds with AI

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Product Designer with almost 7 years designing checkout, payments and marketplace products for teams in Indonesia, Singapore, Sri Lanka, the US and New Zealand. At FLIK I own merchant products end to end, from requirements and PRDs through design, QA and launch, and build in code with AI-assisted development (Claude Code). Research-led, using funnel data, shadowing, unmoderated and guerrilla testing. Computer Engineering graduate, former design lead of 3, and 350+ hours teaching UI/UX. Based in Jakarta (UTC+7), open to remote work.

WORK EXPERIENCE

Product Designer | FLIK

Jul 2023 – Present | Jakarta, Indonesia

- ***End-to-end product ownership*** (late 2025 – present): with no dedicated PM, own merchant products from requirements (Sales, CEO, merchant feedback) to PRDs, design, engineering briefings and QA in staging and production; plan and send release announcements to targeted merchant segments.
- ***Building in code*** (2026): building FLIK's merchant dashboard with AI-assisted development (Claude Code), taking features from design to working code.
- Led user research at the CEO's request: an unmoderated Maze study (20 participants) explained a ***5.15% conversion gap*** favouring guest checkout, as 68% chose guest because it *felt* faster although all valued login rewards.
- Led a 4-phase redesign of the checkout entry flow (Aug 2023 – Jun 2025), shipping a single-step entry that shows shoppers their potential reward where they pay, and worked with engineering to extend login sessions from ***48 hours to 30 days***.
- Redesigned the merchant dashboard and designed new logistics products for FLIK's pivot into a shipping aggregator (expanding to Malaysia and Singapore), contributing to merchant acquisition.
- Founded FLIK's ***design system***, and built AI research tooling (Claude Code + Google Apps Script) that turns a research question into a live survey and a synthesised findings deck.

Product Designer (Freelance) | Service-Plus Connect

Dec 2024 – Aug 2025 | Remote, United States

- Designed a two-sided booking platform from zero for both customers and service providers, defining product strategy and key features directly with the CEO.
- Ran delivery in Jira as the bridge between the CEO and developers; supported hiring of the product and engineering team and created investor pitch decks.

Product Designer | GoodHood.SG

Jan 2023 – Jul 2023 | Remote, Singapore

- Owned ***end-to-end design*** for a hyperlocal community marketplace, turning the CEO's vision into specs, user flows and shipped features.
- Ran competitive analysis across local and international platforms to identify differentiation and feature priorities, and led design QA on every release.

UX Designer | Pegipegi

May 2022 – Jan 2023 | Hybrid, Jakarta

- Cut refund disbursement time from about a month to a week, ***76% faster***, by redesigning the manual refund workflow with Finance and Customer Service teams, based on shadowing, interviews and 4 rounds of iteration.
- Led homepage research (user interviews, desirability studies) and redesign; designed and launched the referral program and e-wallet and card management features.

UX Designer | Sekolah.mu

May 2021 – May 2022 | Remote, Jakarta

- Increased class ***completion rates by 35%*** through a redesigned, more engaging learning page.
- Led the Academic Dashboard revamp and established its UX standards for academic and operations teams.

Lead UI/UX Designer | Axiata Digital Labs

Dec 2019 – May 2021 | Jakarta, Indonesia

- Started as the sole UI/UX designer in the Indonesia office and was ***promoted from Associate to Lead within 12 months*** (Dec 2020).
- Led and mentored a team of ***three designers***, assigning work by strength across concurrent client projects with engineers in Sri Lanka.
- Helped secure ***client deals worth $60K+*** through pitch strategy, design narratives and live pitches; facilitated client Design Sprints that won follow-on MVP work.

Freelance Product & UX Designer | Remote clients

2022 – 2024

- ***Tetanggaku*** (Indonesia): sole designer of a 3-app ride-hailing ecosystem (customer, motorbike and car driver apps), reaching 100K+ downloads and a 4.3 out of 5 rating on Google Play.
- ***OOSH*** (New Zealand): designed flows to publish social media posts to car-mounted digital billboards. ***Artpedia*** and ***WAWN***: product detail revamp, launchpad, design system and onboarding.

UI/UX Design Facilitator | Binar Academy, Cakap

2022 – 2024

- Taught ***350+ hours*** of UI/UX (research, design thinking, Figma, prototyping, portfolios) to graduates and career-switchers.

SELECTED PROJECTS

- ***Case studies***: FLIK checkout research, Pegipegi refunds and Tetanggaku, with process and results. raamportfolio.vercel.app
- ***Survey automation***: turns a research question into a live survey. github.com/RaamPujanggaSadewa/survey-automation
- ***PRD automation***: turns a product brief into a requirements draft. github.com/RaamPujanggaSadewa/prd-automation
- ***Design automation***: four ways to go from a design reference to working code with AI. raam-design-automation.vercel.app

EDUCATION

Computer Engineering | Telkom University

2015 – 2019 | Bandung, Indonesia

Bachelor of Engineering with a ***GPA of 3.14***. Final project (grade A): wildfire detection with a convolutional neural network, published by IEEE as *Fire Detection Using Image Processing Techniques with Convolutional Neural Networks*.

SKILLS

Product & UX Design
Product design, interaction design, design systems, rapid prototyping, high-fidelity design, design QA, Design Sprints

User Research & Validation
Usability testing (moderated, unmoderated, guerrilla), user interviews, shadowing, heuristic evaluation, A/B and concept testing, desirability studies, competitive analysis

Product Delivery
Requirements gathering, PRD writing, stakeholder alignment, handoff, QA in staging and production, Agile (Jira)

Domains
Checkout and payments (QRIS, virtual accounts, cards), logistics and shipping, marketplaces, travel, edtech, ride-hailing

Tools & Building
Figma, Maze, Jira, SendGrid, Claude Code, ChatGPT, Google Apps Script, Playwright, HTML/JS, GitHub

Languages
English (professional working), Indonesian (native), German (learning)