

MUHAMMAD SYAIFULLAH MAHFUDZ

UI/UX PRODUCT DESIGNER | DESIGN ENGINEER | AI-ASSISTED WORKFLOWS

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PROFILE

UI/UX Product Designer and Design Engineer with 6+ years of experience transforming complex business requirements into accessible, user-centered digital products across healthcare, distribution, hospitality, ERP, and consulting. Combines UX strategy, design systems, front-end engineering, and AI-assisted workflows to move products from discovery through production. Contributed to highly rated products reaching 500 to 10,000+ downloads and user ratings up to 4.8 stars.

PROFESSIONAL EXPERIENCE

Anugrah Argon Medica | Tangerang Selatan, Indonesia

Aug 2024 - Present

UI/UX Designer

- Designed and developed AI-assisted product-design and development workflows using Claude Code and OpenAI Codex to accelerate exploration, prototyping, and implementation.
- Built and introduced a shared design system implemented across Deka Group and Medela Potentia Group, standardizing components, accessibility, and cross-team collaboration.
- Converted UX audits, information architecture, and user-flow analysis into actionable improvements for existing and new healthcare and distribution applications.
- Validated wireframes and high-fidelity prototypes with users, refining accessible components based on feedback and observed pain points.

Skilvul | Jakarta Selatan, Indonesia

Jul 2024

UI/UX Design Grader

- Reviewed and graded final UI/UX projects for Perempuan Inovasi 2024, providing structured feedback to program participants.

PT MNC Land Tbk | Jakarta Pusat, Indonesia

Dec 2021 - Apr 2024

Supervisor UI/UX Engineer (Product Designer & Software Engineer)

- Led end-to-end design and development for web products, from requirements and UX solutions through front-end implementation, API integration, and production deployment.
- Revamped and maintained business-unit websites, improving responsiveness, performance, SEO, and cross-device usability.
- Consistently delivered projects ahead of schedule while resolving production issues and shipping new features.
- Helped deliver a product that reached 500+ downloads and maintained a 5-star rating.

CARI! (caribencana.id) | Bandung, Indonesia

Jul 2021 - Mar 2022

UI/UX Designer

- Transformed the CARI! website from a single-page presence into a comprehensive, information-rich platform with improved usability.
- Designed and developed the ASEAN AADMER Work Programme 2021-2025 and ASEAN Environment Knowledge Hub, meeting client requirements and earning high satisfaction.
- Translated complex client documentation into intuitive interfaces and production-ready HTML, CSS, JavaScript, Bootstrap, and Laravel implementations.
- Produced infographics, webinar assets, and website graphics that strengthened visual communication for client initiatives.

PROFESSIONAL EXPERIENCE - CONTINUED

Haribima IT Consultant | Jakarta Selatan, Indonesia

Jan 2021 - Jul 2021

UI/UX Designer

- Standardized admin dashboard patterns and designed consistent web and mobile interfaces aligned with client brands.
- Turned research and user feedback into validated UX solutions, then implemented front-end experiences with HTML, CSS, and JavaScript.
- Validated designs before launch and established reusable interface patterns that improved consistency across client projects.
- Contributed to a client product that reached 10,000+ downloads and maintained a 4.5-star rating.

Layer Farm Manager | Blitar, Indonesia

Sep 2020 - Nov 2021

UI/UX Designer

- Designed web and mobile products from field research through prototyping, documentation, and front-end implementation, collaborating on Flutter development.
- Built a WhatsApp content-broadcast bot that reduced reliance on paid third-party platforms and associated operating costs.
- Applied the AARRR framework and targeted Google, YouTube, and Instagram campaigns to support product adoption and growth.
- Supported acquisition and growth initiatives that contributed to 5,000+ downloads and a 4.8-star rating.

EDUCATION

Universitas Islam Negeri Syarif Hidayatullah Jakarta

Jun 2015 - Oct 2020

Bachelor of Information Systems | GPA: 3.20/4.00

Thesis: Development of a Web-Based Spatial Information System for Tourism Industry Event Distribution (DKI Jakarta)

SKILLS

- **Product & UX:** Product Design, UI/UX Design, UX Audits, User Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Accessibility, Design Systems, Figma, Miro, Whimsical, Maze
- **AI-Assisted Development:** Claude Code, OpenAI Codex, Cursor
- **Front-End Engineering:** HTML, CSS, JavaScript, Vue.js, Nuxt.js, React.js, Next.js, Bootstrap, Tailwind CSS, GSAP, Git, CI/CD, PHP, Laravel, MySQL
- **CMS, Analytics & Optimization:** WordPress, Elementor, Webflow, Framer, Odoo, Google Analytics, Google AdSense, Screaming Frog, Yoast SEO, PageSpeed Insights
- **Core Strengths:** Problem Solving, Collaboration, Communication, Critical Thinking, Visual Storytelling, Empathy, Attention to Detail, Agile Delivery

CERTIFICATES

- Using AI Tools for UX Design (LinkedIn)
- UI Design to WordPress Development (BuildWithAngga)
- The Complete App Design Course - UX, UI and Design Thinking (Udemy)
- HTML5 Application Development Fundamentals (Microsoft)
- Certified International Business Intelligence Associate (Multimatics)
- Cloud Essential 1 & 2 (Multimatics)