Denny Kurniawan

Product Designer

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PROFILE

A product-driven professional with over a decade of experience spanning engineering and design, including 5 years dedicated to product design, I build, scale, and manage digital platforms. I craft intuitive, impactful end-to-end solutions for both mobile and web applications. Most recently, as a Product Manager, I led product development from strategy to launch, collaborating closely with design, engineering, marketing, and business stakeholders. My combined expertise in product design, robust technical foundation, and product management effectively translates user needs into clear, actionable solutions that drive product success.

EMPLOYMENT

Gelora.id

Dec 2019 – May 2025

Jakarta

Product Manager

- Defining product roadmap vision
- Managing the product roadmap
- Managing the sprint planing
- Collaborating with cross-functional teams
- Prioritizing and managing the product backlog
- Monitoring product development progress
- Gathering, prioritizing, and integrating customer feedback or insight
- Plus: PRD, UAT, Product Metrics, KPI, Retrospective, and Sprint Planning

UI/UX Designer

- Conducting user research and gathering insights
- Creating user personas and defining user journeys
- Designing wireframes and low-fidelity prototypes
- Creating high-fidelity UI mockups and visual designs
- Building interactive prototypes for testing
- Conducting usability testing and collecting feedback
- Collaborating with product, engineers, and stakeholders
- Ensuring design consistency and accessibility across the product

Frontend Designer

- Translating UI/UX designs into functional web interfaces
- Implementing responsive and adaptive design for various devices
- Ensuring cross-browser and cross-platform compatibility

IMS Logistics

Dec 2015 - Nov 2019

Tangerang

Frontend Engineer

- Customize existing themes and templates to match design and functionality needs.
- Troubleshoot and fix front-end bugs for smooth performance across browsers and devices.
- Handle website updates, backups, security, and regular maintenance.
- Install, configure, and maintain websites using WordPress.
- Create project documents: project plans, user guides, and testing guidelines.
- Design wireframes and user flows for websites and mobile apps.
- Slice designs into HTML, CSS, or front-end frameworks.
- Optimize website performance, and SEO.
- Ensure responsive design for desktop, tablet, and mobile devices.
- Collaborate with business executive, project managers, and backend engineers.
- Conduct usability testing and implement feedback for improvements.

Streetdirectory PTE LTD

July 2014 - Nov 2015

Jakarta

Web Developer

- Customize existing themes and templates to match design and functionality needs.
- Troubleshoot and fix front-end bugs for smooth performance across browsers and devices.
- Responsible for troubleshooting and optimizing web responsive and Performance.
- Handled services project to create basic Structure and code using cordova and phonegap.
- Manage app release to google play and appstore.
- Conduct usability testing

SKILLS

Product Management   **Experienced**

Product Strategy, Roadmap Planning, Docs Creating (PRD, UAT, KPI, etc), Product Metrics, A/B Testing, Agile / Scrum paced.

Product Design   **Experienced**

Design Thinking, User Research, UI/UX Design, Wireframing, Prototyping, Usability Testing, Accessibility, Cross-Team Collaboration, Product Strategy.

Frontend   **Experienced**

HTML5, CSS3, ES6+, React, Next.js, TypeScript, Tailwind, Shadcn UI, Supabase, Vercel, Git, SEO Optimization.

Soft Skills   **Expert**

Problem Solving, Critical Thinking, Collaboration, Adaptability, Communication, User-Centric Mindset.

EDUCATION

Aug 2010 – Sep 2014   **University Of Esa Unggul**

Jakarta   Computer Science, Faculty of Information System

                                                         3.36 out of 4

LANGUAGES   **Indonesia**   **English**

                                         Native Speaker   Good working Knowledge