

Khalifa Firdausy, Experience Designer

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Relocating to Wellington from Jakarta in November 2026 while my wife undertakes her Master's programme at Victoria University of Wellington. My New Zealand work visa has been granted, with full work rights.

Summary

Experience Designer with 6+ years of experience designing digital products across fintech, mobility, insurance, healthcare, and consumer services, including work for global and regional brands such as Grab, Nippon Koei, and Astra Honda Motor. Experienced across the end-to-end design process, from discovery and user research through information architecture, interaction and visual design, prototyping, usability testing, design systems, and delivery. I'm experienced in bringing structure to complex and ambiguous product problems and turning them into clear, usable, and scalable experiences.

Experience

Product Designer at AYO

Sept 2026 – Current (Contract)

- Working on AYO's international expansion, mapping existing product flows, market requirements, and localization needs to shape the experience for new markets.
- Turning product requirements into clear flows and interface directions alongside product and engineering.

Senior Experience Designer at Sixty Two

Jan 2025 – Jun 2026

- Led the information architecture redesign for Honda Indonesia (Motorku X) across web and app. Tree testing with 538 participants increased task success from 70% to 83% and reduced failure from 30% to 17%.
- Designed the 0→1 consumer experience for GrabFood's drone-delivery pilot, covering ordering, delivery windows, capacity limits, tracking, and fallback states through development handoff.
- Defined AI interaction patterns for Jenius (SMBC Group), covering context detection, explainability, consent, and post-event guidance.
- Guided junior designers and partnered with product, engineering, research, and content teams through design decisions and delivery.

Product Designer at Sixty Two

Jan 2021 – Dec 2024

- Designed web and mobile products across fintech, insurance, mobility, automotive, and enterprise platforms, from early research and flows through visual design, prototyping, testing, and handoff.
- Used benchmarking, heuristic reviews, field research, and usability testing to answer product questions before design decisions were locked in.
- Built reusable interaction patterns, design-system components, and internal documentation to keep product work consistent across teams.

Experience

UI/UX Designer at EVOS Esports

Aug 2019 – Dec 2020

- Designed fan-facing mobile experiences and internal tools for esports teams.
- Conducted field research with players and fans, then translated findings into clearer interaction flows and product features.

Freelance UX Designer at Miawmiaw Studio

Apr 2020 – Jul 2020

- Researched and mapped employee learning journeys for an enterprise training platform.
- Turned research findings into guided learning flows designed for older employees with different levels of digital familiarity.

Graphic Designer at Yummy Corp

Aug 2018 – Aug 2019

- Created digital campaign, website, and social content in collaboration with the marketing team.

Education

Bachelor of Information Systems — BINUS University (Indonesia)

May 2019 – Apr 2023

Skills

Experience Design

Information Architecture, Interaction Design, Visual Design, User Flows, Prototyping, Design Systems, Journey Mapping, AI Interaction Design.

Research & Validation

User Research, Research Synthesis, Usability Testing, Concept Testing, Tree Testing, Card Sorting, Heuristic Evaluation.

Product & Collaboration

Problem Framing, Product Discovery, Stakeholder Collaboration, Cross-functional Delivery, Design Documentation, Design Mentoring

References available upon request.