

Reynaldi Syahrizal, Product Designer

Product Designer & Lead with 5+ years of experience delivering 60+ digital initiatives across B2B, B2C, and B2G products in entertainment, financial services, and hospitality. Specializes in turning complex business requirements into intuitive, data-informed user journeys, bridging design and development through strong technical fluency. Aligns cross-functional teams around user needs and strategic outcomes to ship scalable products that balance usability, performance, and business impact.

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Experiences

NextSys (MNC Group), Lead Product Designer

Jun 2023 - Present

- Leads product design strategy for MNC Group's core digital initiatives, partnering with C-level and business leaders to translate group-level vision into scalable product roadmaps.
- Defines end-to-end experience for cross-MNC platforms (entertainment, financial services, hospitality), prioritizing features based on business impact, technical feasibility, and user insight.
- Guides a multidisciplinary squad (design, product, engineering, data) and sets UX quality bar through design reviews, decision frameworks, and design ops practices.
- Develop strategic presentations for MNC Group C-level stakeholders showcasing product roadmaps, design direction, and initiative outcomes across all business units, translating complex product strategy into clear business narratives.

MNC Innovation Center, UI/UX Designer

Mar 2018 - Mar 2022

- Designed UX/UI for multiple digital products across MNC Group business units.
- Collaborated closely with Business Analysts and developers to deliver production-ready wireframes, flows, and UI specifications for web and mobile.
- Ran user research and usability testing with stakeholders from different business units, informing iterative improvements and feature prioritization.
- Helped establish foundational patterns and components that later evolved into shared design assets used across MNC Group products.

Elex Media Komputindo, Graphic Designer

Feb 2012 - Jul 2012

Created visual assets and graphics for corporate communications and publications. Collaborated with design, editorial, and publishing teams to deliver branded assets aligned with organizational standards.

Seeties, Data Entry & Analyst

Feb 2026 - Jul 2016

Analyzed and collected distribution data, contributing to user & platform understanding and business insights.

Gunadarma, Lab. Instructor

Agt 2014 - Dec 2016

Instructed Hardware and Networking courses, maintaining laboratory equipment and ensuring effective learning environment for 100+ students per semester.

Technical Skills & Tools

Design & Prototyping

Wireframing, prototyping, interaction design with Figma, Sketch, Framer for developer-ready UI from business requirements.

Research, Analytics & Visualization

User interviews, usability testing, A/B testing, journey mapping, heatmaps, quantitative analysis, data visualization, BI tools, SQL for product/content insights.

UI/Visual Design

Graphic assets, mockups, storyboarding using Affinity Designer, Adobe Creative Suite for intuitive digital platforms.

Education & Languages

Gunadarma University

Bachelor's Degree, **Computer Science**
2013 - 2017 GPA 3.36

Languages

Indonesian (Bahasa), **Native**
English, **Professional Working Proficiency**

Additional Expertise

Project Management

Cross-team collaboration (Business Analysts, developers), stakeholder alignment (Business Units), feature scoping from requirements, developer handoff.

Business Strategy

Comfortable translating business requirements into product specifications and building compelling business cases.

Marketing & Stakeholder Presentations

Executive pitches and storytelling, marketing visuals/graphic assets.

No-Code Development

Building solutions with low-code/no-code platforms and automation tools.