

Leonardo Budi K.

Senior Product Designer

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Jakarta, Indonesia • Open to Europe & Remote

[Portfolio](#) • [Linkedin](#)

Senior Product Designer with 12 years of experience across fintech and consumer products. Experienced in owning complex product experiences from UX flows through production, with a strong focus on mobile products, design systems, and close collaboration with engineering. I have led design-system initiatives across multiple teams, making products and design practices more consistent, scalable, and ready to build.

> Core Skills

Product Design	Design Systems	Collaboration
• Product Ownership • UX & Interaction Design • Mobile Product Design • UI Design • Prototyping • Design QA	• Design System Development • Component Design • Design Tokens • Documentation & Governance • Design Operations	• Design to Development • Engineering Collaboration • Cross-functional Collaboration • Design Critique • Design Review & Guidance

> Tools

Figma • Zeroheight • Frontify • Lottie • Rive • Adobe Illustrator • Adobe After Effects

> Experiences

DDT (PT Digital Daya Teknologi)

Jakarta, Indonesia

Senior Product Designer | Aug 2022 – Jan 2026

- Designed and owned mobile experiences across Nobu Go, a consumer fintech super-app, and Nobu Biz, a merchant-facing POS app, taking features from UX flows and UI through production in close collaboration with PMs, engineers, QA, and business stakeholders.
- Took ownership of the Currency Exchange experience in Nobu Go, a consumer fintech app with 120,000+ active users. Led the transaction flow from UX and UI through business approval and implementation, working through technical constraints and business requirements.
- Contributed to rebuilding Nobu's design system across multiple products, covering audit, component development, governance, migration, and design QA. Worked with 10+ engineers and around 10 designers to establish a documented source of truth and reduce inconsistency and back-and-forth during implementation, while guiding two junior designers.

LUMMO (Formerly Bukukas)

Jakarta, Indonesia

Design Ops | Aug 2021 – Jul 2022

- Established a unified design system across Bukukas and Tokko, turning an existing Tailwind-based UI library into a documented and scalable system for mobile and web. Audited existing components to identify what was actually designed, implemented, and in use across the products.
- Owned the design-system process across audit, component organisation, migration, governance, and design QA, working with a 20+ person design and engineering group to create a clearer source of truth and improve consistency as the products scaled.
- Reviewed other designers' work, facilitated design critiques, and shared knowledge around Figma and existing product patterns. Worked through differences collaboratively, balancing system consistency with the practical needs of individual product teams.

OVO (PT Visionet Internasional)

Jakarta, Indonesia

Senior Product Designer | Oct 2019 – Jul 2021

- Led and established OVO's centralized design system, Ravier, after being selected by the Head of Design to lead the initiative. Owned the system from audit and component development through documentation, governance, migration, and design QA, addressing inconsistent UI and outdated components across the product.
- Collaborated closely with 10+ frontend engineers and around 10 designers to establish shared design and development standards, including token naming conventions and implementation guidance. Set up biweekly checkpoints to review changes, surface technical constraints, and align on what to build next.
- Built and maintained documentation in Zeroheight and Frontify, creating a shared source of truth for design and development. Worked with designers across the team to review work, resolve differences, and establish more consistent design practices.

UI/UX Designer | Oct 2017 – Oct 2019

- Designed features across the OVO consumer app for Android and iOS, including bill payment, fund transfer, and gamification, working across different product areas as the team scaled.
- Owned UX flows and UI design from exploration through handoff, collaborating closely with PMs, engineers, QA, and other designers while building a broad understanding of the OVO product ecosystem.

PT Sola Interactive

Jakarta, Indonesia

UI Designer | Feb 2017 – Oct 2017

- Designed customer and merchant-facing interfaces for Sumo 365, a motorcycle service booking app covering routine maintenance and workshop services.

Gramedia Digital (Formerly SCOOP)

Jakarta, Indonesia

UI Designer | Nov 2013 – Feb 2017

- Supported the lead designer in building SCOOP, a digital reading platform for books, magazines, and newspapers across mobile, tablet, and web.
- Introduced Sketch and Zeplin to improve design-to-development handoff, helping the engineering team with asset export and design communication.

> Education

Bachelor of Graphic Design

Cyberjaya, Malaysia

Limkokwing University of Creative Technology | 2009 – 2013

> Languages

- **English** • Professional Working Proficiency
- **Bahasa Indonesia** • Native Proficiency