

# Leonardo Budi K.

Portfolio | [Linkedin](#)

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Senior Product Designer with 12 years of experience in fintech and consumer apps. I care as much about how a product works underneath as how it looks on screen. The systems, the handoff, the decisions that affect the whole team and not just one feature. I work best when I can go deep, stay close to engineering, and build things that hold up over time. Currently based in Norrköping, Sweden, available for roles across Europe or remotely.

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## Experiences ✦

### DDT (Digital Daya Teknologi)

Jakarta, Indonesia

#### Senior Product Designer

Aug 2022 - Jan 2026

- Designed and owned mobile experiences across two products: Nobu Go, a fintech super-app for consumers, and Nobu Biz, a merchant-facing POS app, covering the full design process from early flows to production-ready handoff.
- Took full ownership of the currency exchange feature in Nobu Go (120,000+ active users), leading it end-to-end across iOS and Android after stepping in when the feature needed a dedicated owner, balancing everyday usability with regulatory and technical constraints.
- Helped rebuild the design system across multiple Nobu products, auditing existing work and building new components used by the whole design team. Also guided two junior designers on decisions and worked closely with engineering to review feasibility early and reduce rework during development.

### LUMMO (Formerly BukuKas)

Jakarta, Indonesia

#### Design Ops

Aug 2021 - Jul 2022

- Joined to build a unified design system from scratch for two products, BukuKas (a bookkeeping app for small businesses) and Tokko (an e-commerce platform), covering both mobile and web.
- Used an existing Tailwind-based UI kit as a starting point, audited how it was actually being used across the products, and turned it into a properly documented, scalable system that the team could rely on consistently.
- Acted as the quality gate for design consistency, reviewing components and design decisions before release and running critique sessions when needed to keep the team aligned on standards.

### OVO (PT Visionet Internasional)

Jakarta, Indonesia

#### Senior Product Designer

Oct 2019 - Jul 2021

- Led the design and launch of OVO's first centralized design system, initiated by the Head of Design and executed end-to-end by me, bringing visual and interaction consistency across iOS and Android for the first time across a team of around 10 designers and 10 engineers.
- Worked directly with frontend engineers to establish token naming conventions and built out full documentation on Zeroheight and Frontify, making the system the single source of truth for design and development decisions across the product team.

## UI/UX Designer

Oct 2017 - Oct 2019

- Designed features across the OVO consumer app including bill payment, fund transfer, and gamification flows, working across multiple product versions as the app grew into one of Indonesia's leading digital wallets.
- Worked across the full product surface with shifting ownership depending on team needs, building a broad understanding of the OVO ecosystem.

## PT Sola Interactive

Jakarta, Indonesia

### UI Designer

Feb - Oct 2017

Designed the UI for Sumo 365, a motorcycle service booking app where users could schedule routine maintenance like oil changes and periodic servicing at partnered workshops, covering both customer and merchant facing interfaces.

## Gramedia Digital (Formerly SCOOP)

Jakarta, Indonesia

### UI Designer

Nov 2013 - Feb 2017

- Supported the lead designer in building SCOOP, a digital reading platform for Kompas Gramedia covering books, magazines, and newspapers across mobile, tablet, and web.
- Independently explored and introduced Sketch and Zeplin to improve the design to development handoff, taking initiative to find better ways of working with the engineering team around asset export and design communication.

## Skills ✦

### Design

- Design Systems
- Mobile UI Design (iOS & Android)
- Interaction Design
- Prototyping
- Iconography

### Process & Collaboration

- Design Operations
- Design-to-Development Handoff
- Cross-functional Collaboration
- Design Critique & Documentation

### Tools

- Figma
- Adobe Illustrator
- Adobe After Effects (Micro-animation)
- Lottie & Rive

## Education ✦

### Bachelor of Graphic Design

Limkokwing University of Creative Technology  
2009 - 2013

## Languages ✦

### English

Professional Working Proficiency

### Bahasa Indonesia

Native Proficiency

## Strengths ✦

### Systems Thinker

Thinks beyond individual screens, considering how components connect, how teams will use them, and how the system holds up over time.

### Detail Without Losing The Big Picture

Consistently catches the small things others miss while keeping the overall product direction and goals in focus.

### Easy to Work With, Hard to Replace

Believes good design happens in collaboration and spends a lot of time close to engineering, making sure what gets designed can actually be built without unnecessary friction.