

Bonar Satriyo

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I'm a Senior Product Designer with 7+ years in fintech. Grew products from thousands to 2M+ users, built 2 products from scratch, ran 20+ design experiments.

EXPERIENCE

Amar Bank

Remote & Onsite, Jakarta

Sr. Product Designer

Aug 2018 - Oct 2025

Product : Tunaiku (Amar Bank Retail Lending)

- **I drove product strategy through experimentation** using Statsig and Firebase to drive key business metrics. Ensuring every initiative was structured, measurable, and aligned with product goals. Led experimentation strategy across lending funnel, running dozens of in-app experiments that improved loan creation by 9%, customer validation process conversion by 7%, and loan confirmation click-through rate by 7%.
- **Regularly analyzed user funnels** using Looker, Mixpanel, Google Analytics and DataStudio, uncovering user issues, validating hypotheses, and accelerating experiment cycles.
- **Owned end-to-end design for "Standby Limit" product**, a product experiment to explore the possibility of a new profit stream using a different approach from the regular one.

Product : Amar Bank Digital (Retail Funding)

- Led the design of "Senyumku Gamification", aimed to increase the number of registered users, now part of a product used by 1M+ users. This included creating a game-like structure, visual elements, and lightweight animations in JSON format to keep performance feasible at scale.

Product : Amar Bank Business (B2B Funding & Lending)

- **Set design direction for the first B2B funding & lending product in Indonesia**, built from scratch to serve SME borrowers under tight timelines.

Product : Embedded Banking (B2B Funding & Lending)

- **Designed a B2B White Label Banking product** to be integrated into partner products, enabling companies without banking licenses to offer financial services. Adapted UI components and end-to-end experience across 5 partner integrations.

Product : Internal (Design System & Internal Process)

- **Partnered with Engineering to build a Unified Design System adopted across 4 product teams**, enabling multiple products to operate from a single cohesive design library.
- **Mentored Junior Product Designers** in delivering designs that meet requirements and adhere to project timelines, ensuring smooth execution and high-quality outputs.
- **Initiated Design Walkthrough Sessions** to foster knowledge sharing and provide broader perspectives for the design team. These sessions helped align on delivering the desired user experience and encouraged collective learning among team members.

Jelajah Data Nusantara (Field Workforce Management) Part-time, Remote
Product Designer Oct 2023 - Oct 2024

Led end-to-end product design from 0-1. Defining UX foundations, design system, and core user flows for a data platform in an early-stage startup environment.

WeTheFood (Surplus Food Marketplace) Part-time, Remote
Product Designer Nov 2020 - Nov 2021

Owned the full 0-1 design process for a food product in an early-stage startup, from initial concept through handoff. Product did not reach release due to funding constraints.

SoalOnline (E-Learning Platform) Yogyakarta
UI/UX Design Internship Program by Binar Career Hub Apr - Jul 2018

Solely responsible for all UI/UX design across mobile and web as the only designer in the company.

EDUCATION

Formal Education Yogyakarta
Bachelor of Informatics, Universitas Amikom Yogyakarta Sep 2014 - Apr 2018
GPA : 3.76/4.0

Informal Education Yogyakarta
UI/UX Design Class at Binar Academy Aug - Nov 2017
Mentored by Ervan (Product Designer Gojek) and Alamanda Shantika (Co-founder Gojek).

HONORS & AWARDS

Hackathon Jakarta
#1 WINNER Indonesia Android Kejar Hackathon May 2016
by Google Developer & Bukalapak

Lead a team of three to develop an educational app for kindergarten children, making learning the alphabet more enjoyable and accessible. Also I act as the Designer in the team.

SKILLS & Tools

Skills A/B Testing Experimental Design • Design Systems • Prototyping • User Research • Lottie Animation

Tools Figma • Looker • Mixpanel • Statsig • Firebase • Google Analytics • Protopie • Antigravity • Claude