

# SIGIT ADINUGROHO

## Designer, Design Manager

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User Experience Designer/Manager passionate about solving human problems through experience design. Over a decade of experience in designing digital product experiences with impact to customers, in various industries including technology, finance and e-commerce/two-sided marketplaces. Experience and expertise in facilitating design process: design thinking, wireframing, prototyping, user interface design and working with related teams. Experienced in being an individual contributor (11 years exp.) and/or a people manager (1+ year exp.).

### WORK EXPERIENCE

#### Senior Manager, Design at Vrbo, an Expedia Company, Singapore October 2016-February 2020

Vrbo, an Expedia brand, is the world's leader in vacation rentals with sites representing more than 1 million online bookable vacation rental listings.

- Experience Design — Work with design, product and engineering in conceptualizing, prototyping, executing and implementing customer-facing experiences that spans across web and native app platforms.
- People Management — Manage a team of designers spread across Asia Pacific region in Gurgaon, Singapore and Sydney
- Portfolio Management — Lead two or three portfolios at a time which included strategic work, including localization, growth and affiliates, stay experiences, and strategic Asia-focused research

#### Achievements:

- Stay Experience — Managed to transition product design from Austin HQ to Gurgaon and Singapore teams, hired a new lead designer, contributed to 90-day planning, ran weekly design syncs and established process for the team to move forward.
- Localization — Driven, evangelised and designed multi-country, multi-currency and multi-language features, including translations and driving changes in design systems globally. Focused for a year in the Japan market to help the platform transition to local regulations (licensing) and market demand.
- User Research — Facilitated design research collaborating with UX research team in the headquarter and local consultants in Singapore and Japan to spearhead understanding about context and culture
- Migration — Successfully supported experience design side for migrating old Travelmob (pre-acquisition) platform to global HomeAway platform, that includes transitional designs for the web and native apps.

### EDUCATION

#### Master of Design

Institut Teknologi Bandung,  
Indonesia  
2011-2013

#### Bachelor of Design

in Visual Communication Design  
Institut Teknologi Bandung,  
Indonesia  
2003-2007

### COMMUNITY

#### UX Speaker at Tech In Asia

##### DevTalk 2016

##### Indonesia, 27 January 2016

Presented a case on how to integrate user experience research and design in lean & agile environment.

#### UX Speaker at Google HackFair

##### Indonesia, 5 December 2015

Presented a case of optimising user experience through practical ways in a small to medium-sized organisation.

#### UI/UX Mentor at Google

##### Launchpad Week

##### Indonesia, 9-13 November 2015

Google Launchpad Week was a week-long learning opportunity for startups to help them improve in four areas: product strategy, UI/UX, technology and marketing. I was selected as a mentor for UI/UX session which includes a day-long 1-to-1 mentoring sessions with the startups.

### PUBLICATIONS

#### *Designing Interactive Digital Media for Jakarta's Historical Sites as a Medium for Conservation and Placemaking*

Nirmana - Journal of Visual Communication Design, Petra University, Surabaya, Indonesia  
January 1, 2013

- New Initiatives – Contributed to initiatives like conversational chat platforms and machine learning. Helped the team design and build test cases and proof of concepts, covering various verticals in the funnels, e.g. shopping, booking and staying.

### **Product Manager at Ice House, Indonesia**

**September 2015–October 2016**

Ice House is a global software development agency that offers on-demand technical consulting, product design, project management and engineering implementation services. It is proud to be 1 of 25 Google Certified Agencies in the world.

- Presales Support – Part of the Solutions team, I worked with Business Analysts and a Solution Architect to craft product design solutions for prospective clients during presales process. With my design background, I helped push design thinking in our approach with potential clients.
- Experience Design – My job included crafting information architecture, sample prototypes/mockups/design, talking with prospects on their requirements and doing Design & Define phase workshop.

Achievements:

- Closed Presales – Led and concluded presales process on a few key clients including BlueBird Taxi company, the largest taxi company in Indonesia
- Design Thinking – Led design thinking workshops and requirements definition on internal product that bridges offline and online store transactions. Conducted design thinking workshop among designers in the company

### **AVP, Product Design at DBS Bank, Singapore**

**December 2014–August 2015**

DBS Bank is a multinational banking and financial services corporation headquartered in Singapore.

- Experience Design – Designed user experience and user interface for customers that include iBanking and mBanking, including features such as basic account management, payments, transfers, account openings, onboarding and small maintenance tweaks to existing business-as-usual content.

Achievement:

Launched Feature – Launched digital onboarding flow for new and existing customers.

## **Senior Designer at Ice House, Indonesia**

**October 2013 - December 2014**

Ice House is a global software development agency that offers on-demand technical consulting, product design, project management and engineering implementation services. It is proud to be 1 of 25 Google Certified Agencies in the world.

- Experience Design — Led design of internal and client projects, participating in sprint planning and product meetings for ideation & design directions, acted as a temporary project manager for a few projects.
- Team Management — Led the design team, managing a designer. Created a system for the design team to be scalable for growth. Hired another designer along the way.
- Presales — Communicated with clients directly in Design & Define phase to carve out requirements.

Achievements:

- Closed Presales — Led presales process on a few key clients in Indonesia and the United States
- Design Thinking — Led design thinking workshops and requirements definition for a US client, conducted it in San Francisco.
- Promotion — Promoted from individual contributor to manager

## **Lead User Experience Designer at Bukalapak.com, Indonesia**

**October 2012 - October 2013**

Bukalapak is a rapidly growing C2C online marketplace for small-to-medium enterprises.

Experience Design — Led the heuristic design evaluation of Bukalapak.com, identify areas to improve.

Achievement:

Delivered a redesign of the 3-year old website, by first finding user needs through listening to the users, collaborating with the team members and learning about available data through analytics.

## **Lead User Experience Designer at The Jakarta Post Digital, Indonesia**

**July 2012-October 2012**

The Jakarta Post Digital is a subsidiary of The Jakarta Post print edition, which is the leading English language newspaper in Indonesia.

Experience Design — Kickstarted the young company on user experience side, collaborating with senior management to conceptualize initial products.

## **Designer at Oracle, Indonesia**

**November 2007-June 2012**

Oracle Corporation is an American multinational computer technology corporation headquartered in the United States. The company sells database software and technology, cloud engineered systems, and enterprise software products—particularly its own brands of database management systems.

- Experience Design — Developed, delivered and managed interface design materials from wireframing, prototyping and detailed designs
- Marketing Design — Conceptualized and executed print and digital promotion materials for Oracle corporate citizenship effort called ThinkQuest, an online project space/ international learning platform for students and teachers to learn together online and compete in educational competitions.

### **Achievements:**

- Improved Marketing Collateral Process — Streamlined marketing collaterals request process across the team. Managed a repository of design materials. The number of users reached 590,000+ students in 40+ countries, available through 11 languages. The ThinkQuest Library, a repository of student-created contents, reached a milestone 8,000+ entries visited by more than 50 million visitors per month.
- User Research — I also helped conduct user interviews, through attending as speaker in most local (Indonesian) training sessions in public and private schools to introduce ThinkQuest as a learning tool for them and how they can integrate it to the existing curriculums.