

# Devit R

Indonesia | +62 817187097 | [tivedyb@gmail.com](mailto:tivedyb@gmail.com) | [hrahman.xyz](https://hrahman.xyz) | [linkedin.com/in/tivedyb/](https://linkedin.com/in/tivedyb/)

## Summary

UI/UX Designer, Business Strategist, and Researcher with 3+ years of experience in UI/UX design & research, and over 7 years in business strategist across startups, enterprise applications, and emerging technologies. Proven ability to integrate user-centered design principles with data-driven market insights to create impactful digital products and drive business growth. Experienced in leading cross-functional teams, led user and product research, prototyping, and solution delivery across web, mobile, and blockchain platforms.. Skilled at aligning business objectives with exceptional user experiences through evidence-based design and strategic research.

## Professional Experience

### SerMorpheus

March 2024 – April 2025

*UI/UX Designer*

*Hybrid | Indonesia*

- Delivered user-centered Web3 solutions using Agile, optimizing workflows through cross-functional collaboration.
- Led the redesign of the KonSer mobile application, streamlining Figma-to-code handoffs in partnership with engineering, which reduced post-launch UI defects and improved development efficiency.
- Integrated blockchain wallet and MVP features for Normies, increasing user retention by 30% and engagement by 20%.
- Unified digital design and visual identity by collaborating with brand and marketing teams, decreasing revision cycles and ensuring design consistency.
- Facilitated backlog prioritization and sprint retrospectives to optimize workflow and address user feedback.
- Coordinated and contributed insights in cross-functional meetings, aligning design strategies with business objectives and enhancing project delivery efficiency by 15%.

### *Selected Contributions:*

- Launched MVP point system, master account, AI chatbot Agent, driving a 30% increase in transactions & 15% boost in retention.
- Added new cryptocurrencies, driving a 30% increase in user retention.
- Improved KonSer's transaction flow, increasing customer purchases by 30% and reducing user-reported issues by 25%.

### Ohceans

April 2022 – February 2024

*UI/UX Designer*

*Remote | Singapore*

- Contributed the end-to-end redesign of a real-time HSE reporting platform, enhancing functionality and data accuracy for marine crews across Singapore, Malaysia, Indonesia, Brunei, and Thailand.
- Conducted user research and created user journeys, wireframes, and high-fidelity UI designs aligned with business goals.
- Established and maintained a scalable digital design system, improving design consistency and increasing design efficiency by 20%.
- Collaborated with PM & engineers to deliver intuitive, high-quality web and mobile user experiences.
- Integrated product research and usability testing into Agile sprints, enabling rapid iteration and continuous improvement of UI/UX designs.
- Participated in sprint planning, daily stand-ups, and sprint reviews to ensure alignment between design and development teams.

### *Selected Contributions:*

- Iterate HSE reporting platform, resulting in improved data accuracy and user satisfaction across five countries.
- Accelerated identification of usability issues by 2x through structured user research and testing.
- Formulated and maintained a comprehensive design system, streamlining workflow and reducing design inconsistencies.

### **Career-transition**

January 2022 – March 2022

- Completed Purwadhika Technology School Bootcamp, building expertise in UX/UI design, design methodologies, and cross-functional collaboration.

### **RevComm**

September 2021 – January 2022

*Sales Development Representative Lead*

*Remote | Japan*

- Qualified over 500 companies from diverse sectors and successfully attained quarterly leads-to-prospect goals while managing a team of 4 to enhance lead generation through scrapping and cold calling.

### **SalesCandy**

April 2021 – August 2021

*Sales Development Representative*

*Remote | Malaysia*

- Qualified over 100 prospects from various target verticals; Property Development, Automotive, Banks, Insurance, etc. Reached 4 weekly appointment meeting targets. Collaborated with marketing to launch targeted email campaigns, generating a new sales pipeline.

### **Ultimate Solutions**

September 2019 – March 2021

*Business Development Manager*

*Remote | Egypt*

- Assembled and presented 4 strategic annual marketing plans to the Director, resulting in enhanced marketing initiatives and improved corporate visibility. Achieved quarterly corporate deal targets exceeding IDR 1.5 billion. Mentored and assigned tasks to 5 team members, strengthening their skills.

### **AIPOS Mitra Solusitama**

January 2019 – August 2019

*Business Development Specialist*

*On-site | Indonesia*

- Presented to investors with the CEO to enlarge business market strategies. Collaborated with UI/UX designer team to revamp both website & mobile app. Partnered with PNM to implement POS systems for SMEs; served as keynote speaker at PNM events.

### **BFI Finance**

November 2017 – December 2018

*Management Trainee - Marketing Corporate Executive*

*On-site | Indonesia*

- Streamlined supplier management process for 20 suppliers, achieving a 20% increase in direct usage of BFI and enhancing overall operational efficiency. Vetted and reached out to roughly several prospects per day, resulting in 20 closed deals in Q1 and close to 5 Billions in target (+25% to quota).

### **Gramedia Asri Media**

October 2016 – October 2017

*Store Supervisor*

*On-site | Indonesia*

- Identified major bottlenecks in the mark-placing book & spearheaded a task-force to implement strategies, resulting in a 40% faster book placement process in the children's section, and 30% sales revenue.

### **Certifications**

- **Product Design Cycle** - NAP Learn June 2023 - August 2023
- **Visual & UI/UX Design** - Purwadhika Technology School January 2022 - August 2022
- **UI/UX Research & Design** - Binar Academy August 2021 - December 2021
- **UI/UX Design** - Sanbercode September 2020 - November 2020

## Education

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**Diponegoro University**, Semarang, Indonesia.

**Bachelor of Library and Information Science**, GPA: 3.29/4.00

August 2012 – September 2016

## Skills & Tools

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- **Research:** User Research, Market Research, Usability Testing, Behavioral Analytics, Data Visualization, Competitive Analysis, User Interviews, Surveys, A/B Testing.
- **Core Competencies:** UI/UX Design, Design Thinking, User experience research, Prototyping, Agile Methodology, Cross-functional Collaboration, Design Systems, Web3.
- **UI/UX Design:** Wireframing, Prototyping, User Flows, Interaction Design, Information Architecture, UX Workflow.
- **Web3 & Blockchain:** Blockchain Integration, dApps, DeFi, NFT, Ethereum, Solidity, Telegram Mini App.
- **Tools:** Figma, Sketch, Adobe XD, InVision, Maze, Miro, Whimsical, Slack, Hive, Jira, Hotjar, Notion, Framer, Webflow, CrazyEgg, Adobe Photoshop, Microsoft Word, Microsoft Excel, Google workspace.
- **UX Strategy:** Roadmapping, Prioritization, Design Systems, UX Metrics.
- **Other:** Generative AI, UX Strategist, HTML, CSS.

## Additional Information

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- **Languages:** Indonesian (Native), English (Fluent), Japanese (Basic).
- **Hobbies:** Inline skating, martial art, hiking, and reading books.
- **Availability:** On-site, remote or hybrid working. Willing to relocate.