

MUH RIFQI MUBARAK

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SUMMARY

Product Designer with 5 years of experience in crafting user-centered digital solutions. Passionate about improving usability, streamlining workflows, and driving business impact through research-driven design. Strong in wireframing, prototyping, and cross-functional collaboration to deliver scalable and effective design solutions.

RELEVANT EXPERIENCE

Aistech Global Solution Makassar, IND
UI/UX Designer July 2025 - Present

A software house based in Makassar specializing in IT services and application development, with more than 10 products used by major companies including Kalla, Mitra Visindo Teknologi, and others.

- Built a dynamic, integrated design system that brings together products and projects of varying scope and function into a single source of truth, supporting a fast-paced, AI-assisted development workflow for greater speed and accuracy.
- Designed the complete UI/UX for each product while acting as both researcher and decision-maker for design direction, visual style, functionality, and product vision.
- Supported visual branding efforts across product awareness, branding, and product knowledge, working alongside the social media admin and creative freelancers.

Lucy Teknologi Makassar, IND
Product Designer April 2022 - February 2024

Lucy is a startup focused on providing business management system services, specifically in the F&B and retail sectors, for a dozen companies in Makassar, each with a daily customer traffic ranging from 100 to over 500.

- Optimizing the usability of the cashier application through direct field research in several restaurants, which significantly improved user experience and accelerated transaction time.
- Building a scalable design system adopted across the entire product ecosystem, enabling faster workflows for both the design and development teams.
- Played a vital role in designing and building over 9 products in a span of more than a year, resulting in an interconnected, user-centered product ecosystem that increased the company's flexibility in determining business direction.

Malmora Makassar, IND
Junior UI/UX Designer July 2021 - February 2022

Malmora is a lean e-commerce startup that empowers dozens of resellers to build and grow their businesses without upfront capital by connecting them with a wide network of trusted suppliers.

- Successfully designed the entire design cycle from research to implementation on time, focusing on improving buying and selling efficiency.
- Developed the design by actively conducting research to uncover issues in the traditional reseller system, resulting in a design that reduces friction in usage, simplifies management, and speeds up transactions.

PROJECT EXPERIENCE

Zivana Montessori School, Project Manager & UI/UX Designer November 2025 - Present

- Designed a landing page for a Montessori kindergarten to build credibility and support new student enrollment.
- Delivered a colorful, fun, and quirky design that increased visibility, drawing over 2,000 unique visitors a year and 11 new enrollments in nine months.

Monza POS, UI/UX Designer May 2025 - July 2026

- Partnered directly with Monza's founders as lead designer for their iPad-native POS, refining backoffice, checkout, and employee management flows.
- Designed the Kitchen Display System from scratch and ran a structured testing practice, including usability sessions with active cashiers and competitive benchmarking against nine market POS apps.

Digihub by Toyota Kalla, Project Manager & UI/UX Designer July 2024 - Present

- Working in two roles allowed me to lead projects more strategically and efficiently by bridging stakeholders, developers, and users, while maintaining high design quality, execution, user relevance, and alignment with the product vision within the given timeline.
- Managed an effective development workflow with a user-first approach, resulting in a product that's actively used by dozens of branches and hundreds of users to accelerate the end-to-end process of advisor tasks on a daily basis.

TECHNICAL SKILLS

Design Tools: Figma, Adobe Illustrator, Adobe Photoshop, Canva, Framer, Adobe XD
AI Tools: Claude, GPT, Gemini, Kimi
Editing Tools: Capcut, Protopie, Lottie
Research Tools: Figjam, Notion, Google Form, Maze, Online Meetings Platform
Programming Skills: Basic Front-end (HTML, CSS, JavaScript), and Basic Knowledge of Back-end.

EDUCATION

Universitas Negeri Makassar Makassar, IND
Sarjana Pendidikan, Arabic Language Education May 2024
Language, Education, Research GPA: 3.88/4.00

- Researched the effectiveness of a flashcard mobile app in enhancing Arabic vocabulary learning.

Binar Academy Online
UI/UX Research and Design Intensive Bootcamp August 2022
Design Thinking, UI/UX Principles, Design System, Research Method Hard Skill: 4.6/5.0, Soft Skill: 4.5/5.0

- Specialized in design thinking, UI/UX principles, and research methodologies.
- Recognized as the Most Progressive Student and among the Top 100 Students.

ADDITIONAL EXPERIENCE

Pondok Informatika Makassar, IND
UI/UX and Graphic Design Mentor October 2021 - October 2022

- Mentored students in UI/UX and graphic design, guiding them to identify and refine their strengths.
- Provided industry insights to prepare students for real-world design challenges.

Google Developer Student Club Universitas Negeri Makassar Makassar, IND
UI/UX Design Manager September 2021 - August 2022

- Developed and facilitated a UI/UX learning curriculum for peer-to-peer learning.
- Delivered talks on UI/UX and provided guidance for student-led design projects.