

Emirpasha B Kisyanto

Product Designer

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PROFESSIONAL SUMMARY

Product Designer who led the 0-to-1 design of a digital bank to 1 million customers at a 30% activation rate in its first 2 months. 12 years and six 0-to-1 launches across mobile app and website for banking and fintech, working research-driven and data-informed from customer journey maps and user flows into wireframes, mockups and prototypes tested across a wide range of devices and interfaces. Applies user-centered thinking and AI-enabled workflows to accelerate discovery, ideation and prototyping, with a track record of removing friction at the hardest points of a journey.

WORK EXPERIENCE

Senior Product Designer

June 2024 to

May 2026

Superbank | Jakarta, Indonesia

Superbank is a digital bank backed by Grab, Singtel, Emtek, and KakaoBank, serving over 7 million customers in Indonesia.

- 56,836 users at launch and 8% more new account openings, by designing a 0-to-1 rewards program (Kartu Untung) with KakaoBank, Korea's largest digital bank, through discovery, ideation, sketching and user testing of the claim flow.
- 524,000 customers at first launch, 15% of all account creation and 10% of loan disbursements, by shipping a 0-to-1 lending product (PAS) and designing user flows that removed re-entry friction from the pre-qualified Grab to Superbank customer journey.
- 40% lift in navigation click-through, by redesigning the Superbank home platform to enable AI personalization so the most relevant products and actions surfaced first for each customer.
- 3 markets standardized onto one design system spanning Superbank (Indonesia), GXS (Singapore) and GXB (Malaysia), bringing design leads and front-end developers onto 100-plus shared components now used by 3 product teams and 8 designers, and accelerating design delivery 15%.

Senior Product Designer

August 2022 to

June 2024

Grab | Jakarta, Indonesia

Grab is Southeast Asia's leading super-app providing ride-hailing, food delivery and financial services across 8 countries.

- 1 million customers at a 30% activation rate within 2 months of public launch, by leading end-to-end design for a 0-to-1 digital bank across payment, platform, rewards, ecosystem and lending, from discovery and user flows through wireframes, mockups and prototypes with product managers and developers. Since grown to 7 million users by 2026.
- 25% lift in payment transactions, by taking over a mid-project integration and delivering Superbank as a source-of-funds method across GrabCar, GrabBike, GrabSend and GrabFood, aligning stakeholders across two product organizations on a single sequence.

Product Designer

February 2018 to July 2022

Bank Rakyat Indonesia (BRI) | Jakarta, Indonesia

Bank Rakyat Indonesia (BRI) is One of Indonesia's largest state-owned banks, serving over 130 million customers.

- 60,000 customers at launch and 15% higher paylater transactions, by designing Ceria, the first 0-to-1 paylater product at Bank Rakyat Indonesia, building its account creation and credit-limit approval journey from user-centered research through user flows, wireframes and tested prototypes. Now 1 million users.
- 22,000 customers by 2023 from a 5,000-customer launch, designing the 0-to-1 lending product Pinang across onboarding, credit-limit approval and loan disbursement, iterating approval screens against usability testing before release and raising borrowing performance 15%.
- 3 million new customers and 10% higher activation, by redesigning BRIimo mobile banking onboarding and payments, mapping the customer journey against user testing, customer feedback and web analytics to find the friction points stalling first-time users and rebuild a frictionless path to first transaction.
- 20% more click-through on primary touchpoints and 15% better onboarding success, by redesigning the BRI corporate website and responsive navigation architecture, reading user behavior in analytics to resurface high-intent actions across a wide range of devices.

- Brand Designer

January 2018

MakkiMakki Strategic Branding Consultant | Jakarta, Indonesia

Indonesia's leading independent strategic branding consultancy, partnering with national and multinational brands across Southeast Asia.

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1,400 supermarket outlets reached with new packaging for two national fast-moving consumer goods brands, Arnott's Good Time Cookies and Kalbe Slim and Fit, taken from concept and sketching to print production in 8 weeks.

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3 agencies beaten in a competitive design pitch for Permata Bank's 2017 calendar, carried through to a print run of 6,972 for internal staff and customers.

UI Designer

July 2015 to February 2016

WIR Group, Mind Stores division | Jakarta, Indonesia

Publicly listed Indonesian technology company specializing in augmented reality and digital commerce for major retail brands.

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3,500 merchants activated at launch, by designing Alfamind, a 0-to-1 B2C community commerce marketplace for Alfamart, one of Indonesia's largest retail chains, designing the flows that let an individual open and run a virtual store from a phone. Since grown to 200,000 merchants by 2026.

Interaction Design Intern

March 2014 to July 2014

Loke Digital | Melbourne, Australia

Global hospitality technology company providing branded ordering, payments, and loyalty platforms operating across Australia, the UK, and Singapore.

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Onboarding screens and member benefits newsletter designed for the Aston Club loyalty app, an early hospitality loyalty product for clients including Shake Shack and Nando's.
- SKILLS
- Product Design:** End-to-end product design, UX design, user-centered design, customer journey maps, user flows, user stories, sketching, wireframes, mockups, interaction design, visual and user interface design, responsive design across a wide range of devices and interfaces, design systems at scale, design-to-development handoff, accessibility (WCAG 2.2 AA).

Tools: Figma, Sketch, ProtoPie, Framer, Axure, InVision, Balsamiq, UXPin, FigJam, Adobe Creative Suite, Zeplin, Webflow.

Research and Validation: Research-driven and data-informed design, qualitative and quantitative user research, discovery interviews, customer feedback synthesis, user testing and usability testing (Maze, Hotjar), A/B testing, web analytics and user behavior analysis (Google Analytics, Mixpanel, Insider), defining quantifiable success metrics with research and testing teams.

AI-Enabled Design: AI literacy with curiosity for emerging technologies, responsibly applying AI-enabled tools and workflows across discovery, ideation, prototyping and design delivery (Claude, ChatGPT, Gemini, NotebookLM).

Collaboration: Cross-functional collaboration in interdisciplinary teams alongside product managers, developers, engineers and creative leads, presenting design decisions to stakeholders and conference audiences, cross-team alignment, design critique and mentorship, workshop and design sprint facilitation, cross-market collaboration, storytelling.

Front-End Literacy: HTML5, CSS3 and JavaScript fundamentals, technical feasibility discussion with front-end and back-end developers.
- EDUCATION AND CERTIFICATIONS
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| RMIT University, Australia. Bachelor of Design, Communication Design (Distinction), GPA 3.5 | 2011 to 2013 |
| RMIT University, Australia. Bachelor of Media and Communication, Honours B2A | 2014 |
| MIT CSAIL. Diploma in Human Computer Interaction (HCI) | 2019 |
| Somia UX Training. Certificate of Completion, Design Thinking | 2018 |
| Hacktiv8. Certificate of Front End Development, HTML, CSS and JavaScript | 2021 |
- AWARDS AND RECOGNITION
- CNBC Indonesia Awards, Best Expansive Digital Banking Innovation, Superbank (2024).

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The Digital Banker CX Awards (2021) and Infosys Customer Journey Reimagination Awards (2020), customer experience and user experience awards for BRI digital products including Ceria.

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Invited speaker, Telkom CX Conference and Cxrus Conference, presenting design thinking as a driver of organizational change at BRI (2019).

- Webawards for Outstanding Achievement, redesigned BRI website (2018).