

Bagas Al Haekal Nasution

Product Designer | Jakarta, Indonesia

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Experience

Surya Fajar Sekuritas - Product Designer (Strategy & Business Support) Dec 2021 – Present

Part of a financial services group providing digital trading platforms for retail and high-net-worth investors.

- Designed and scaled **SFAST mobile app** from scratch, structuring end-to-end trading journeys to simplify user decision-making across onboarding, portfolio, and execution flows, **contributing to Rp120B+ trading volume (+140% growth)** and **driving +159% growth in the high-net-worth segment (Rp250B+)** while enabling product adoption across SFS teams through user guides, sales kits, and performance reporting.
- Led product design for **Dipay (Consumer, Merchant, B2B)**, structuring multi-product experiences across user segments while managing 2 designers and aligning cross-functional execution across legal, compliance, IT, and product teams.
- Contributed to UX architecture across financial platforms (SF Capital, SF Sekuritas, SFUND, Dipay), collaborating with infrastructure teams on system architecture, security, and incident handling.
- Led design QA and UAT CMS (Sanity) for BPR Qaya and NUHO Living, ensuring usability and production readiness, and designed and built nuholiving.com using Next.js, TypeScript, and Tailwind CSS.

CIMB Niaga - Product Specialist (Merchant Business) Mar 2020 – Dec 2021

Commercial bank providing digital banking and merchant payment solutions (QRIS, EDC, cross-border payments).

- Designed **OCTO Merchant** onboarding (NTB & ETB), delivering user flows, wireframes, and implementation-ready design.
- Developed user guides, training materials, and marketing collateral to support merchant adoption.
- Translated payment systems (**QRIS, EDC, WeChat Pay**) into clear product experiences for merchants.
- Collaborated with business and field teams to support product rollout across multiple segments.

Ristek-BRIN - Graphic Designer Apr 2018 – Mar 2020

Government institution managing national research and innovation programs across multiple sectors.

- Designed communication assets for national innovation programs and contributed to major events (HAKTEKNAS, ASEAN COSTI).

Education

Mercubuana University - Communication & Media Studies Sep 2019 - Jan 2024

- Completed 96 credits | GPA 3.23 (Bachelor's program not completed)

Courses & Certifications

freeCodeCamp - Legacy Responsive Web Design V8.	Oct 2025
Progate - HTML & CSS.	Jan 2024
EF SET - English Certificate (C1 Advanced).	Jul 2023
ISO - Training Awareness Based on ISO27001:2022.	Jul 2023
Protopie - 101 Crash Course.	Apr 2023
IBM - Enterprise Design Thinking Co-Creator.	Sep 2022
IBM - Enterprise Design Thinking Practitioner.	Aug 2022

Skills

Design: UX/UI Design, Design Systems, Interaction Design, User Flows, Wireframing, Prototyping.

Tools: Figma, Cursor, GitHub, Notion.

Tech: Next.js (React), TypeScript, Tailwind CSS, API Integration, CMS (Sanity), Vercel.