

Bagas Al Haekal Nasution

Product Designer | Fintech, Payments & Business Systems | Jakarta, Indonesia

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Work Experience

PT Surya Fajar Sekuritas (SFAST) - Product Designer (IT & Digital Development) Dec 2021 – Present

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

- Led end-to-end product design for the **SFAST** investment platform, delivering digital experiences across **stock trading, mutual funds, fixed income, IPO**, and internal operational tools.
- Contributed to **Rp120B+ trading volume (+140%)** and **+159% growth** in the high-net-worth investor segment through data-driven product improvements.
- Designed, maintained, and enhanced the corporate websites for **PT Surya Fajar Sekuritas** and **PT Surya Fajar Capital Tbk**, supporting the group's digital presence and business initiatives.
- Supported product delivery by defining business requirements, authoring **Business Requirement Documents (BRDs)**, conducting **User Acceptance Testing (UAT)**, and preparing **Post-Implementation Reviews (PIRs)** across regulated financial systems.
- Contributed to digital products across **Dipay, SFUND, BPR Qaya, NUHO Living, and Desa Seminyak**.

CIMB Niaga - Product Specialist (Merchant Business Product & Project) 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.

Ministry of Research, Technology and Higher Education Indonesia - Graphic Designer Apr 2018 – Mar 2020

Government institution overseeing national research, technology, and innovation programs.

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

Key Product Projects

Desa Seminyak May 2026 – Present

Villa booking platform offering curated accommodation experiences in Seminyak, Bali.

- Designed and developed the website using **Next.js, TypeScript, Tailwind CSS, and Sanity CMS**.
- Maintained and enhanced the platform through **Design QA/UAT, CMS management, booking flow optimization**, and ongoing feature enhancements.

NUHO Living Mar 2026 – Present

Villa booking platform offering curated accommodation experiences in Bingin, Bali.

- Designed and developed the website using **Next.js, TypeScript, Tailwind CSS, and Sanity CMS**.
- Maintained and enhanced the platform through **Design QA/UAT, CMS management, booking flow optimization**, and ongoing feature enhancements.

PT BPR Sedana Qaya (BPR Qaya) Oct 2025 – Present

Corporate banking website supporting digital banking services for a rural bank.

- Designed the corporate website as part of **BPR Qaya's corporate rebranding initiative**.
- Supported ongoing platform development through **Design QA/UAT, CMS management, product configuration validation**, and feature enhancements.

PT Mareco Prima Mandiri (Dipay) Aug 2022 – Jan 2023

Financial technology ecosystem comprising an e-wallet, merchant application, and B2B disbursement platform.

- Led end-to-end product design across **Dipay Personal (E-Wallet), Dipay Merchant, and Dipay Disbursement Dashboard**, from product discovery and user flows to **high-fidelity interfaces, design systems, prototyping, and developer handoff**.
- Coordinated a team of **three designers** while collaborating with **Legal, Compliance, Product, and Engineering** teams to deliver production-ready solutions.

PT Surya Fajar Capital Tbk Dec 2021 – Present

Corporate website representing the holding company and its financial services ecosystem.

- **Designed and continuously enhanced** the corporate website, strengthening the group's digital presence.
- Supported ongoing website enhancements through **UI improvements, CMS management, content updates, and production support**.

Education

Universitas Terbuka (Indonesia Open University)

- Bachelor of Communication Studies (In Progress).

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

Product : Business Analysis, Cross-functional Collaboration.

Tools : Figma, Cursor, Affinity, GitHub, Notion.

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