

RAHADIAN MAULANA

Senior Product Designer — Fintech & Digital Banking

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PROFILE

Senior Product Designer with 5+ years in regulated, high-stakes financial products — consumer banking apps on one side, internal lending operations tools on the other. Most of what I do well is untangling requirements that arrive fragmented and highly technical, then turning them into product logic that both end users and back-office operators can actually work with: multi-role approval flows, dense operational dashboards, processes with more edge cases than happy paths. That's been the throughline across BRI's national lending platform, BSI's post-merger design system, and a couple of internal banking tools before that.

EXPERIENCE

Senior Product Designer — Bank Rakyat Indonesia (BRI)

Dec 2023 – Jul 2026

PT. Bringin Inti Teknologi (BRI subsidiary). Own end-to-end design across two national lending platforms (BRISPOT) and BRI's consumer super-app (BRImo/QITA).

BRISPOT — Internal Lending Platform

Comprehensive internal lending platform for processing BRI personal loan (Briguna) and mortgage (KPR) applications, streamlining end-to-end approval workflows and optimizing Whitelist management, credit administration, and digital agreement signing across both products.

- The loan approval process had too many disconnected hand-offs between roles, stretching timelines to around 3 weeks — I redesigned the workflow across Initiator, Approver, and Credit Admin Officer (plus the ARCI risk-evaluation engine and Early Warning System logic feeding into it), bringing that down to 3-5 days.
- Designed the Whitelist and cross-bank Open Flagging modules so credit ops could pre-qualify leads without manually cross-checking eligibility against multiple bank records.
- Worked closely with engineering through the legacy-to-React migration of the Checker & Signer disbursement modules — the priority was keeping the interface stable for daily users while access moved onto a single sign-on gateway.
- Helped scale BRI's enterprise design system with variable tokens, which took a lot of the guesswork out of design-to-dev handoff for the front-end teams building against it.
- Later extended into KPR Digital, designing the notary order workflow and an RBAC-based system for managing national quota allocations.

Tech: Figma, FigJam, Design Variable Tokens, Auto Layout, Jira, Confluence, Notion

BRImo (Super App) & QITA — Credit Card, Lifestyle, Biller

Consumer-facing modules across BRImo and QITA super apps, covering Credit Card & Installment Conversion, physical debit card issuance journey, Biller payments, and Lifestyle features, optimized for seamless end-to-end user experience.

- Simplified the Credit Card Installment Conversion journey, fewer steps, clearer copy at each edge case, to bring down where people were dropping off mid-flow.
- Benchmarked competitor debit card journeys before rebuilding BRI's own request-to-activation flow, including live shipment tracking, return handling, and the in-app notifications around it.
- Standardized the biller payment components in the design system so the flow felt consistent across billers instead of each one following its own pattern.
- Sat in on design QA regularly with engineering to catch implementation drift before release, which mattered more here than on most products given the transaction risk involved.

Tech: Figma, FigJam, Design Variable Tokens, Notion

Product Designer — Bank Syariah Indonesia (BSI)

Aug 2022 – Jul 2023

BSI Mobile Banking App — post-merger design system consolidation & rebranding.

- Took over the enterprise design system after the merger and rebuilt the parts of the component library that had drifted out of sync with the new brand.
- Ran usability testing on core banking flows and used what came out of it to shape what actually made it into the post-rebrand roadmap, rather than working off assumptions.
- Reorganized the Figma files around product epics instead of loose screens — made it noticeably easier for new designers joining mid-project to find their footing.

Tech: Figma, Auto Layout, FigJam, Design System Library

UI/UX Designer — Infosys Solusi Terpadu

Mar 2021 – May 2022

Client work for Bank BTN (bale by BTN) and CIMB Niaga — multi-platform banking & internal ATM operations tooling.

- Built out a shared design system for bale by BTN across mobile and web so the two platforms stopped drifting apart in how components behaved.
- Adapted that system for BTN Syariah on a tight turnaround — same underlying structure, reworked brand layer and a handful of Sharia-specific screens.
- Redesigned CIMB's internal ATM monitoring dashboard, turning dense operational data into something ops staff could actually scan at a glance instead of parsing raw tables.

Tech: Figma, Blender, Design System

Co-Founder & UI/UX Designer — Malline Indonesia

Sep 2019 – Feb 2021

Co-founded an e-commerce startup with a campus team — owned product design from concept to launch.

I founded a startup with my small team from campus, focused on e-commerce. I created the UI design concept for the home, category, product, cart, and order pages. I also assisted the front-end team in developing the website.

- Designed the shopping experience end to end — home, category, product, cart, checkout — and the admin dashboard, then worked with our front-end team to get it live on WordPress.
- Ran surveys and usability tests throughout, which is where most of our early product decisions came from before we had any real usage data to go on.

Tech: E-commerce, WordPress, Adobe XD

KEY ACHIEVEMENTS

- Redesigned BRISPOT's multi-role approval workflow, cutting loan approval time from ~3 weeks to 3-5 days — still what credit ops uses to process applications at national scale today.
- Reworking the card issuance and installment conversion journeys on BRI'mo/QITA brought drop-off down enough that the flow became a reference point for other lifestyle features on the app.
- Helped move BRI's design system from scattered one-off styles to a token-based system now shared across multiple product squads.
- Led the UI side of moving disbursement verification (Checker & Signer) off legacy infrastructure onto React, without disrupting access for the ops teams who depend on it daily.

SKILLS

Systems & platform design: multi-role/back-office workflows, data-heavy dashboards, design token architecture, edge-case mapping

Design systems & tools: Figma, FigJam, Variable Tokens, Auto Layout, component architecture

Process: user research, usability testing, rapid prototyping, design QA

Working with others: partnering with PMs, engineers, data scientists, and ops teams inside regulated environments (Jira, Confluence, Notion)

Also picking up: AI-assisted design-to-code workflows (Claude Code), enough front-end coding to prototype interactions myself

Languages: Indonesian (native), English (intermediate)