Kelvino Widagdo

A multi-disciplinary product designer with over 13 years of experience adapting in different types, industries, and sizes of organizations and countries

(+62) 821-127-721-82
hello@kelvi.no

Check my portfolio at
www.kelvi.no/case-studies

LAST 3 WORKING EXPERIENCES

2021 – Present

Senior Design Manager

Grab

— Oversee the planning, execution, and delivery of Payment and Merchant design teams while providing guidance and mentorship to team members
— Align design efforts with business objectives, engineering feasibility, and user needs
— Lead all design team members, including content and research teams in Indonesia

— Increased Monthly Transacting Users by 20%
— Increased Top Up Completion Rate by 26%
— Increased ID team engagement from almost non-existent to regular catch-ups

2019 – 2021

Senior Lead Product Designer

OVO

— Led the core, payment, liquidity, and lending team
— Strategized product design initiatives
— Redefined the design working process
— Nurtured the team members' developments

— Increased registration's rate by almost 3 times
— Improved checkout's conversion rate by 1% which impacted company's overall revenue
— Helped to cut 55% of marketing budget by employing new conversion method
— Raised team's efficiency (+ satisfaction) by around 12.5%

2018 – 2019

Lead UI/UX Designer

Dekoruma

— Pioneered a team of designers and researchers
— Started and led new business lines
— Built the foundation of the design system
— Aligned resources with the company's objectives

— Increased add to cart rate by almost 2 times
— Established an internship program
— Featured app in AppStore

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SKILLS & KNOWLEDGE

Major	**Design & Product**	— Design & Build Conversational AI by Reforge
		— Product Leadership by Reforge
		— Product Strategy by Reforge
		— User Insights for Product Decisions by Reforge
		— Gamification by Wharton School
		— Human-Centered Design by UC San Diego
		— Graphic Communication by Loughborough University
		— Interactive Design (Multimedia) by NAFA
Minor	**Technology**	— CS50's Computer Science by Harvard University
	Data & Business	— Predictive Analytics Nanodegree by Udacity
		— Business Analytics Nanodgree by Udacity
	Psychology	— Social Psychology by Wesleyan University
		— The Science of Everyday Thinking by The University of Queensland
	Marketing	— Digital Marketing Nanodegree by Udacity
		— Introduction to Marketing by Wharton School
	Mentoring	— Train the Trainers by Google Developer Experts

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SPEAKING & MENTORING

	Mentor	— UI/UX Design Program by Purwadhika School
		— Google Bootcamp by Google Developers Launchpad
		— 1000 Startup Digital by Ministry of Communications
	Speaker	— Glints Expert Class: Product Design Series
		— Binar Insight: Dark Pattern

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