

# Fajar Rakhman

## Senior Product Designer (UI/UX)

Turning complex products into clear, scalable user experiences

|                                                                                   |                       |
|-----------------------------------------------------------------------------------|-----------------------|
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## Professional Summary

Senior Product Designer with 10+ years of experience building and scaling SaaS and platform products from zero to launch. Specialized in complex workflows, high-traffic systems, and regulated environments (fintech, ticketing). Trusted senior partner to founders, PMs, and engineers.

| Key Domains: SaaS · Fintech · Ticketing Platforms · Platform Products

## Core Strengths

- Product discovery & UX strategy
- Complex workflows & system thinking
- End-to-end product design ownership
- Design systems & scalability
- Stakeholder communication (CEO, PM, Engineering)
- Mentoring & leadership

# Professional Experience

## ▼ TipTip — Product Designer

2021 – 2025 | Startup · Ticketing & Event Platform

- Led end-to-end product design from zero to launch for a live streaming and digital content platform during the pandemic, later pivoting into an offline event ticketing platform.
- Worked closely with CEO and product team to redefine product direction based on user behavior and market shifts.
- Designed core ticketing flows including seat selection, ticket purchase, and high-traffic ticket war handling with thousands of concurrent users during peak sales.
- Collaborated with engineering through design refinement, handoff, and delivery using Figma.
- Contributed to building one of the fastest and most reliable event check-in systems in the market, used at large-scale events with thousands of attendees.



**Impact:** Trusted by major organizers and promoters; platform successfully handled high-volume ticket sales and large-scale events, positioning TipTip as a leading ticketing solution.

## ▼ Bountie — UI/UX Designer

2020 – 2021 | Startup · Esports Tournament Platform

- Designed an online esports tournament platform to sustain business operations when physical gaming arenas closed during the pandemic, supporting multiple online tournaments and remote participants.

- Owned UX for tournament discovery, registration flow, and tournament management system.
- Collaborated with product team to enable both players and organizers to participate and create tournaments remotely.



**Impact:** Enabled continued customer engagement and revenue through online tournaments despite physical venue shutdowns.

## ▼ Privy — UI/UX Designer

**2018 – 2022 | Startup · Digital Signature & Fintech**

- Designed digital loan application and e-signature workflows for banks and fintech partners.
- Focused on complex form flows, KYC processes, and digital signing experiences.
- Worked cross-functionally with product, marketing, and client stakeholders to translate business and regulatory requirements into usable interfaces.



**Impact:** Adopted by multiple major banks and fintech companies as part of their digital loan and credit card application processes.

## ▼ RiTx — Lead UI/UX Designer

**2018 – 2019 | Startup · Agriculture Technology**

- Led design of a mobile app and platform built from scratch to help farmers improve crop yield using IoT and machine learning.
- Conducted direct user research with farmers to understand real-world challenges and workflows.

- Designed mobile apps, operational systems, and a marketplace for selling harvest outputs.



**Impact:** Improved daily farming decisions through actionable insights and guidance, increasing technology adoption among farmers.

## ▼ SoftwareSeni — Lead Designer

2014 – 2016 | Software House · Digital Agency

- Designed high-converting landing pages for real estate clients, primarily targeting the Australian market.
- Worked closely with project managers and clients to translate business needs into effective marketing experiences.



**Impact:** Contributed to SoftwareSeni becoming one of the top agencies in Sydney for real estate landing page solutions.

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## Selected Case Highlight

### TipTip — Advanced Seat Selection System

- Redesigned seat selection from a basic category-based flow into a visually accurate venue-based seating plan.
- Introduced multi-category seat selection in a single view, matching real event layouts.
- Solved buyer confusion and promoter limitations in selling complex seating arrangements.



**Result:** Enabled partnerships with large promoters and positioned TipTip as a technology leader in event ticketing and check-in systems.

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## Tools

Figma, Framer, Sketch, Affinity Designer, Adobe Creative Suite