

ANGGA ADY ERMAWAN

Senior Product Designer — Product UX · Design Systems · AI-Assisted Design

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Open to remote

Works across UK, Europe, Middle East & APAC hours (GMT+0 to GMT+11)



PROFILE

Senior Product Designer with 10+ years in SaaS, ERP, and e-commerce most recently designing an e-commerce funnel and checkout platform (Funnelish) and founding EDVORA, a SaaS I took from idea to launch-ready. I turn complex workflows into clear products, build design systems with Figma tokens and code-ready components, and design AI features people can trust. I mentor junior designers, work closely with engineers, and have 3+ years of remote experience with UK and Germany based teams.

SELECTED IMPACT

- **0 → 1 product** — Founded **EDVORA** and took it from spec and prototype to a launch-ready multi-tenant SaaS (5 phases, 319 automated tests), including market research and pricing.
- **AI product design** — Designed **Funnelish AI**: instead of the team producing ~100 templates over 6 months, users now generate funnels on demand from their own settings. At top.legal, improved the AI contract assistant to flag risky clauses in context.
- **Design systems** — Built a centralized design system with Figma tokens and copy-ready code at SEVIMA (+30% production quality), and another at Funnelish, mentoring junior designers to apply it.
- **Growth & conversion** — Redesigned Funnelish's funnel store and templates during a period when users grew 3.5x (845 → 3,000+); redesigned Talentvis's website, +40% Gen Z sign-ups.

CORE STRENGTHS

- **Product UX**: Complex user flows · Information architecture · Interaction models · Data-rich dashboards · E-commerce & checkout
- **Design Systems**: Design tokens · Reusable components · Patterns & states · Documentation · Engineering handoff
- **AI & Delivery**: AI product features · AI-assisted exploration · Rapid prototyping · Responsive & localized UI

EXPERIENCE



EDVORA
Indonesia

Operations platform for Indonesian training centers
(LPK) sending participants to Japan

2026 – Present

Founder & Product Designer ·
Own product

- Took EDVORA from idea to a launch-ready multi-tenant SaaS: wrote the technical specification and interactive prototype, then led delivery across five development phases (Next.js, React, Prisma, MySQL; 319 automated tests passing).
- Designed the product around the student journey - registration, learning, exams, documents, placement, departure — with departure-document tracking and reminders as the core feature, plus multi-branch monitoring and subscription billing (VA/QRIS).
- Mapped and scored 591 official sending organizations to define the first target segment, set four pricing tiers, and built the sales pipeline, outreach messaging, and video scripts; now in early customer outreach.



Jun 2024 – Oct 2026

Funnelish

London

UK-based e-commerce funnel & checkout platform

Senior Product Designer**Remote · Full-time**

- Designed **Funnelish AI** and led research into AI-assisted funnel building, replacing a ~100-template, 6-month production cycle with funnels users **generate on demand** from their own settings.
- Redesigned the funnel store and template system so users could create template variations far more easily, during a period when the user base grew from **845 to 3,000+ (3.5x)**.
- Initiated Figma design tokens and standardized patterns, button hierarchy, component states, tables, badges and **mentored junior designers** to apply them, keeping dashboard, storefront, and template surfaces consistent.
- Designed complex product workflows: funnel builder stages and steps (structure, ordering, collapse), image upload and optimization (settings, live preview, processing states), and archive/restore lifecycle actions.
- Designed conversion-focused funnels, landing pages, and reusable web templates; contributed to SEO/GEO readiness and worked with engineering on specs, shared libraries, and handoff.

top.legal

Mar 2024 – Jul 2024

top.legal

Germany

Germany-based legal-tech platform

Senior Product Designer**Remote · Contract**

- Designed improvements to the **AI contract assistant** so it flags clauses that are non-compliant or one-sided against a party directly inside the agreement.
- Reworked layouts and typography to handle long German-language strings, fixing truncation and overflow so the localized product stayed readable and usable across screens.
- Delivered scalable, accessible, responsive UI with international engineering and stakeholder teams, from concept to build.



Jul 2023 – May 2024

SEVIMA

Indonesia

Indonesian academic ERP platform for higher-education institutions

Senior Product Designer**On site · Full-time**

- Proposed and built a **centralized design system library**, Figma design tokens and components, that developers referenced for every UI update, keeping all modules visually consistent and improving production quality by 30%.
- Provided copy-ready code snippets alongside components and worked with UI engineers to get the system implemented in code, speeding up delivery of new features.
- Led UX for academic ERP platforms; ran user research and turned findings into mobile and web prototypes.
- Designed a university leadership dashboard for monitoring academic and operational performance.



Oct 2018 – Jul 2023

Talentvis

Singapore

Singapore-based recruitment & HR company

Senior UI/UX Designer**Remote · Full-time**

- Redesigned the dated company website with a modern visual style aimed at younger talent, increasing Gen Z sign-ups by 40%.
- Designed a central talent-management dashboard unifying the company's divisions, nurse recruitment, cabin crew, Talentvis Academy, and the main Talentvis platform, so talent could be managed in one place.
- Designed ERP dashboards and internal applications over nearly five years, analyzing user behavior to refine flows and supporting front-end teams with documented design assets.



Oct 2016 – Oct 2018

SKYSHI Digital

Indonesia

Indonesian digital product studio

UI/UX Designer
On site · Full-time

- Designed the early version of ruparupa.com, Kawan Lama Group's e-commerce platform for home and living retailers such as Informa and AZKO (formerly ACE Hardware Indonesia), helping take physical stores online.
- Designed both the customer-facing shopping platform and the purchasing dashboard behind it.



Jun 2015 – Oct 2016

PT Gamatechno
Indonesia

Indonesian software company behind the eCampuz higher-education platform

Graphic Designer
On site · Full-time

- Created conceptual promotional videos for eCampuz, Gamatechno's academic information system, helping universities understand the value of an integrated campus information system.

TOOLS & METHODS

Figma · Design Tokens (Figma Variables) · Design Systems · Prototyping · Wireframing · Information Architecture · User Research · User Behavior Analysis · Responsive Design
Localization-ready UI · E-commerce & Checkout UX · Design Handoff · AI-assisted Design Workflows

EDUCATION

Indonesian Institute of the Arts (ISI Yogyakarta)
Bachelor's Degree, Visual Communication Design
2010 – 2015

SELECTED WORK & PORTFOLIO

SAMPLE PROJECT

[Explore Projects ↗](#)

PORTFOLIO & CASE STUDIES

[View on Google Drive ↗](#)**Notes :**

The public portfolio only includes my own products, such as EDVORA and the wallet concepts. Case studies from previous companies are under NDA, so I share them during the interview, including process, decisions and results.