

Adrianto Dwitomo (Adri)

Senior Product Designer & Creative Director

Jakarta / Singapore | hello@pakago.xyz

Portfolio: <https://pakago.xyz/>

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SUMMARY

Multidisciplinary product and visual designer with more than a decade of experience across Jakarta and Singapore. Work spans fintech, commerce, gaming, Web3 and AI, from early product definition and UX architecture to visual systems, prototypes and design handoff. Founder and Creative Director of Pakago.

CORE SKILLS

Product strategy and prioritization; user journeys and information architecture; UI and visual systems; interaction design and prototyping; design-to-build collaboration; specifications and handoff.

PROFESSIONAL EXPERIENCE

Zarklab | Senior Product Designer

Nov 2025 - Jun 2026 | Full-time

AI storage onboarding, navigation, workspace discovery, upgrade paths and conversational file workflows; AI-assisted design iteration and launch storytelling.

Julius Baer | Senior UX/UI Designer

Jan 2025 - May 2025 | Contract

Internal SaaS pages, dashboards, employee logistics and developer-tool marketing; visual systems, onboarding guides and nontechnical communications.

Seedify | Senior UX/UI & Product Designer

Jul 2023 - Nov 2024 | Freelance / concurrent remote

Seedworld, staking dashboards and Seedhub launchpad across desktop and mobile; collaboration with blockchain engineers and game designers.

RPG Republic | Lead UX/UI Designer

Jan 2023 - Feb 2024 | Freelance / concurrent remote

PLAY3R gaming-wallet onboarding, setup, recovery, tooltips and responsive flows, informed by research and community feedback.

Mintable | Lead UI/UX Designer

May 2021 - Mar 2023 | Full-time

Mintable 2.0 and Mintology B2B NFT experiences; ImmutableX and XRP work, research, prototyping, design QA and handoff.

Roles with overlapping dates are listed as documented; exclusivity is not implied.

PROFESSIONAL EXPERIENCE (CONTINUED)

Maison 21G | Lead UI/UX Designer

Sep 2019 - Apr 2021 | Full-time

Luxury commerce and virtual perfume customization across desktop and mobile; research, journeys and design QA for discovery and checkout.

PolicyPal | Senior UI/UX Designer

Apr 2019 - Aug 2019 | Contract

Insurance and fintech comprehension.

Happi | Senior UI/UX & Graphic Designer

Feb 2018 - Mar 2019

Consumer product UX and visual design.

Telunjuk | UI/UX & Visual Designer

Mar 2014 - Dec 2017

Commerce interfaces, video and campaign production.

MatchMove Games | UI and Graphic Designer

Oct 2012 - Sep 2013

Game interfaces and graphic design.

SELECTED PROJECTS

Pelana

Product and visual design for a personal-finance experience, including money-action flows, onboarding and rewards; later native iPhone implementation and supporting web.

<https://pakago.xyz/work/pelana/>

NusaVest

Responsive website design, reusable components, hero concepts and fintech illustrations, with NusaX identity work.

<https://pakago.xyz/work/nusavest/>

Zarklab

Product interfaces for cloud storage, AI search, mission configuration and agent execution reports.

<https://pakago.xyz/work/zarklab/>

EDUCATION AND LANGUAGES

BINUS International University, Art & Design Studies, 2008-2011, Jakarta. Undergraduate coursework; no completed degree claimed. English: professional working proficiency. Bahasa Indonesia: native.

TOOLS AND WORKING PRACTICE

Design & systems: Figma, Paper, Photoshop, Illustrator; Interaction & motion: Framer, Spline, Blender, Rive, Lottie, Premiere Pro, After Effects, DaVinci Resolve; Planning & assisted development: Notion, Jira, Confluence, Codex, Claude Code, ComfyUI, Hermes Agent; Product implementation: TypeScript, React Native, Expo, Next.js, Xcode, Unity. Project-specific use and AI-assisted implementation context are documented in the linked case studies.

Clarify constraints, explain rationale, expose tradeoffs, consolidate feedback and organize handoff materials.