

Contact

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Design Portfolio

[Design Portfolio Deck](#)

Education

BINUS University

Visual Comm. Design

2014 - 2018

Kent State University, Ohio

Semester Abroad - Visual

Comm. Design 2017

Skills

Product Management

Design Thinking

Visual Design

Problem Solving

Usability Testing

Rapid Prototyping

Accolades

3rd Place of Sustainability

Start-up Hackathon! 2019

Adobe Semifinalist 2018

Adobe Semifinalist 2017

Dean's list Spring 2017

Student Ambassador
for ASEAN Project 2016

"Adeline is a great UX designer! She has good attention to detail and empathy for users. In one project, she revamped the whole landing page of Glints ExpertClass which resulted in doubling our conversion rate. I would recommend working with her."

Joice Gumala, Product Manager,
Glints 2020 - 2021



Adeline Atmadja

Adeline is a Product Designer with 7+ years of experience delivering end to end solutions for SaaS and Consumer apps. My background in comm. design informs my user centric approach, translating complex problems into intuitive and engaging digital experiences across EdTech, Travel, and F&B businesses.

Experiences

UI/UX Designer - Nomni (B2B Hospitality Tech)

April 2023 - present

Liven is a group Hospitality tech company. Led design projects for B2B SaaS F&B platforms on website and mobile that connect buyers and suppliers. Design and maintain development of an Online Ordering product for F&B clients.

Key contributions

- Led Design for Point of Sales to Inventory Mapping system for Zeemart
- Overhaul Revamp Design for Zeemart Landing page
- Overhaul Revamp Design for Order up Online Ordering

Product Designer - Ruangguru (B2C Edu Tech)

April 2021 - November 2022 - 1 Year 8 months

Handled K12 Learning Experience to improve product experience in monthly active users and adoption rates. Main responsibility: collaborated with Product, Interaction designer, Writer, Researcher, to initiate a design solution that meets user needs and business objectives.

Key contributions

- Designed learning playlist feature, that has become **Top 3 NPS** feature among learning features and a **quick driver to higher engagement users**.
- Optimizing search result page design with synonym and detail information to solve users complaint in searching material.

Product Designer - Glints (Recruitment services platform)

Freelance - Nov 2020 - Oct 2021 - 1 Year

Handled end to end design process of Glints job portal from lofi to release. Collaborated with Product and UX researcher to initiate a design solution.

- Revamped Glints Expert Class Landing page and resulting increased conversion rate from **Class List to Class Detail page increased from 15% to 33% in Q4 2021** onwards.

Visual Designer, UI/UX - Travelstop (B2B Business Travel)

April 2019 - March 2021 - 2 Years

Envision and design extended brand visual from concept to execution across Travelstop web and app. Works range from illustration, UI/UX design, animation, manage UI asset library.

Freelance Design

December 2018 - March 2021

Website, UI / UX, and Visual design