

ILHAM PAMUNGKAS

Product Designer – Complex Systems, Platforms & Tooling

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EDUCATION

Universitas Indonesia

Bachelor of Computer Science,
Information System

SKILLS

Design & Research

Surveys
In-Depth Interview
Service Mapping
Persona
Usability & Concept Testing
Card Sorting
Quant. Data Analysis
UI Design

AI & Development

AI-assisted Design
Prototyping
Code-assisted Prototyping
HTML / CSS / JavaScript
React
Framer/Webflow

PUBLICATION

IEEE, 2020

Social Media User Acceptance on
Instagram Health Information
Recommendation: A Transactive
Memory System Perspective

ACHIEVEMENTS

[National] Finalist, GEMASTIK XII:
UI/UX Category 2019 Annual
competition held by Ministry of
Higher Education

[National] Finalist, Startup
Academy at Compfest XI
Annual competition held by
Universitas Indonesia

EXPERIENCE

Codapayments / Senior Product Designer

Mar 2023 - Present / Remote, Global

Designing complex internal platforms, publisher-facing tools, and D2C commerce experiences for global game publishers, working end-to-end across discovery, systems design, prototyping, testing, and delivery with Product, Engineering, Operations, and commercial teams.

- Own end-to-end design across Web Store internal tooling for Publisher Portal, and selected Web Store projects, from discovery and workflow mapping through delivery and iteration.
- Lead research with operational teams and publishers, translating fragmented processes and domain knowledge into clearer, scalable product capabilities.
- Partner closely with PMs and engineers on technically constrained workflows, using prototypes, usability testing, and experimentation to validate solutions.

Notable Projects

- **Publisher Platform & Onboarding** – Redesigned onboarding and configuration workflows, reducing setup from weeks/months in earlier processes to as little as ~2 days, while moving the product toward a more scalable self-service model.
- **Self-Serve Web Store Builder** – Designed an AI-assisted store creation experience using reusable commerce infrastructure, reducing initial store setup from ~2 days to minutes.
- **D2C Web Stores for Global Game Publishers** – Led design across commerce experiences for partners including EA, Activision, Unity, and Roblox-related publishers, from early client discussions and research through launch and experimentation
- **Coda Transport 2.0** – Co-created the shared design system and component architecture, helping reduce implementation effort by up to ~80% for standardized UI patterns.

Kargo Tech / Senior Product Designer

Jun 2020 - Feb 2023 / Jakarta, Indonesia

Designed logistics, financial, and internal operations products across Kargo's platform ecosystem. Progressed from Intern → Associate → Senior Product Designer.

Notable Projects

- **Quick Payment** – Led zero-to-one design of a financing product for truck owners, generating Rp3B+ GMV within its first 3 months.
- **Disbursement System** – Redesigned internal payout workflows, reducing processing time by ~80% and improving transaction accuracy by ~3×.
- **Armada Design System** – Initiated a shared design system to improve consistency and design-engineering efficiency.