



# ALDI DWI KURNIAWAN

AI Product Designer | UI/UX Designer | IT Project Analyst | Google UX Design Professional Certified

+6281327862864 | [aldikurniawan270@gmail.com](mailto:aldikurniawan270@gmail.com)

[dribbble.com/aldidwikurniawan](https://dribbble.com/aldidwikurniawan) | [linkedin.com/in/aldidwikurniawan](https://linkedin.com/in/aldidwikurniawan) | [aldikurniawan.com](https://aldikurniawan.com)

Semarang, Central Java

Professional with 3+ years of experience in designing and delivering user-centered digital products. Skilled in translating user needs and business goals into scalable solutions through structured thinking, product strategy, and data-informed decisions. Experienced in leveraging AI to enhance research, ideation, and iteration processes while maintaining strong contextual judgment. Familiar with modern web development using JavaScript/TypeScript, React, Next.js, and REST APIs, with a solid understanding of end-to-end product workflows and cross-functional collaboration to build efficient and impactful digital solutions.

## Work Experience

**PT Komunitas Optima Makmur (Crypto Launchpad) – Jambi Timur, Jambi** Feb 2024 – Feb 2026  
*UI/UX Design Lead*

- Redesigned website and admin panel by applying **UX research** and **AI-assisted analysis** to identify usability issues, improving overall usability by **30%** and optimizing navigation for **100K+ active users**.
- Designed a **Fair Launch Platform (Solana, Hyperliquid, TON, BASE)** using **human-led product thinking** supported by **AI tools for ideation and iteration**, enabling **20+ token projects** to launch more efficiently.
- Optimized UX for **Market Maker Liquidex** by combining **design judgment** with **AI-assisted data interpretation**, enhancing **real-time liquidity visualization** and boosting **trading efficiency by 40%**.
- Collaborated with **blockchain developers** to integrate **Web3 authentication**, using **AI-assisted documentation and flow validation** to deliver a **seamless and secure DeFi user experience**.

**Level Up by Amoeba PT Telkom Indonesia – Semarang, Central Java** Sep 2023 – Des 2023  
*UI/UX Designer*

- Led the development** of a **Superadmin Dashboard**, improving **data management efficiency by 40%** and enhancing **decision-making** through **advanced data visualization**. (*Project: level-up.id/home*)
- Designed and implemented** website workflows based on insights from **50+ user interviews**, resolving major **pain points** and increasing **task completion rates by 30%**.
- Collaborated** with cross-functional **stakeholders**, ensuring alignment with **business objectives** and integrating **85% of user feedback** into iterative design improvements.

**PT Telkom Indonesia Regional IV – Semarang, Central Java** Feb 2022 – Jul 2022  
*Human Capital Intern*

- Managed the recruitment and onboarding** of **314 internship applicants**, ensuring smooth integration to support organizational needs.
- Led the development** of the **Level-Up platform**, optimizing workflows for **25+ employees** and **56 interns**.
- Increased user engagement by 40%** through **workflow redesign** and **process improvements**.
- Assessed management performance** using **design thinking** and conducted **18+ testing cycles** to enhance platform functionality.

## License and Certifications

<b>Anthropic AI &amp; Claude Mastery Series</b> By Anthropic (Skilljar) Claude 101 <a href="#">See Credential</a> AI Fluency: Frameworks & Foundations <a href="#">See Credential</a> Introduction to Model Context Protocol <a href="#">See Credential</a> AI Fluency for Nonprofit <a href="#">See Credential</a> Introduction to Agent Skills <a href="#">See Credential</a>	2026
<b>Design a User Experience for Social Good &amp; Prepare for Jobs</b> By Google Career Certificates ID Credential <a href="#">RDXTWGSQ7KJL</a>	2024
<b>Google UX Design Specialization</b> By Google Career Certificates ID Credential <a href="#">62CFQ6J3RJPT</a>	2024
<b>Build Dynamic User Interfaces (UI) for Websites</b> By Google Career Certificates ID Credential <a href="#">W9ESBRWJWCAC</a>	2024
<b>Metaverse 3D World Creation + Commercialization</b> By Corporate Innovation Asia - CIAS ID Credential <a href="#">3364508</a>	2022

## Skills

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- **Soft Skills:** Communication, Public Speaking, Leadership, Project Management, Collaboration & Stakeholder Management, Design Thinking & Empathy, Problem Solving & Critical Thinking, Adaptability & Continuous Learning, Strategic Thinking.
- **Hard Skills:** Figma, AI-Augmented Product Design, UX Research & Insight Translation, Human-Led Problem Framing, Scalable Design Systems, Figma & Figma AI, Prototyping & Iteration, Data Visualization & Product Metrics Interpretation, AI Tools (ChatGPT, Claude, Gemini, Perplexity), AI-Assisted UX Writing & Ideation, AI-Supported Research, Notion, Adobe Illustrator.

## Education

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**Universitas Muria Kudus - Kudus, Central Java**

Sep 2019 - Okt 2023

*Bachelor of Informatics Engineering, 3.78/4.00*

- **Unggulan Scholarship Recipient** – Awarded by Kemendikbudristek for outstanding academic and leadership performance.
- **3rd Outstanding Student** – Recognized as one of the top-performing students at Universitas Muria Kudus.
- **Credit Transfer Program** – Completed international academic exchange with Multimedia University, Malaysia, gaining cross-cultural adaptability and global perspective.

## Independent Study

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**PT.CIAS X WIR Group X Kampus Merdeka**

Agu 2022 - Dec 2022

*Metaverse 3D World Creation + Commercialization*

- **Developed a metaverse concept** using **design thinking methodology**, conducting **user research with 32 participants** through empathy boards to identify key pain points and opportunities.
- **Designed and prototyped a Roblox-based virtual world**, including **3D assets**, and validated the idea through the **successful sale of 3 digital products**.
- **Collaborated with cross-functional teams** and **presented findings to industry mentors**, gaining recognition for innovation, usability, and commercial potential.

## Language Skills

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- Indonesia – Native
- English – Proficient TOEFL (533)

## Achievements

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**Finalist – Abdidaya Ormawa**

2022

*By Kemendikbudristek*

**Bronze Medal – Asean Innovative Science Environmental and Entrepreneur Fair (AISEEF)**

2022

*By Indonesian Young Scientist Association (IYSA)*

**Pass Funding – Program Peningkatan Kapasitas Organisasi Kemahasiswaan (PPK ORMAWA)**

2022

*By Kemendikbudristek*

**Pass Funding – Program Kreativitas Mahasiswa (PKM) in the field of Creative Initiative**

2022

*By Kemendikbudristek*

**Gold Medal – International Applied Science Project Olympiad (I2ASPO)**

2021

*By Indonesian Young Scientist Association (IYSA)*

**Gold Medal – World Invention and Technology Exhibition Gold Medal (WINTEX)**

2021

*By Indonesian and Innovation Promotion Association (INNOPA)*

**Pass Funding – Program Kreativitas Mahasiswa (PKM) in the field of Community Service**

2021

*By Kemendikbudristek*

## Organizational Experience

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**Forum Ilmiah Mahasiswa - Kudus, Central Java**

Dec 2020 – Dec 2022

*Coordinator of the Department of Achievement, Research, and Community Service*

- **Led the planning and execution of FIMAFEST 2021**, organizing a scientific writing competition with **23 participating teams/individuals**, ensuring smooth event operations and high participant engagement.
- **Established a collaborative discussion platform** to improve member performance, fostering a culture of teamwork and knowledge sharing.

**Forum Mahasiswa Berprestasi - Kudus, Central Java**

Jan 2021 - Jan 2022

*Creative Media Division*

- **Developed and implemented a comprehensive social media strategy**, effectively increasing visibility and awareness of student achievements within the university.
- **Designed and managed digital content campaigns** for Instagram, strengthening organizational branding with students.