

Dany Setiyadi

Product Designer

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Work Experience

Freelance - UX Product Designer

Milano, Italy | 2017 – Present

- Designed and optimized 15+ digital and non-digital customer journeys, boosting retention.
- Collaborated with analysts and engineers to use data insights for design improvements, enhancing user engagement and product intuitiveness.
- Spearheaded digital strategy and design solutions, driving innovation in hospitality, gamification, and retail to improve UX and operational efficiency.
- Partnered with stakeholders to address user pain points, increasing customer satisfaction.

Westhouse Italia S.r.l - UX Designer Specialist for Whirlpool EMEA

Milano, Italy | 2022 – 2022

- Led UX/UI design for Whirlpool and multi-brand websites across six regions, boosting market positioning by 15% and user engagement by 70% through competitive analysis and trend identification.
- Streamlined user stories in PBR sessions with D2C EMEA, aligning with business goals and cutting project timelines.
- Collaborated with the e-commerce team to design wireframes and mock-ups, enhancing user engagement and optimizing sprint outcomes.
- Partnered with EMEA teams to apply accessibility-first design, and improving UX for European customers.

Just Juno (start-up) - User Experience & Service Designer

Berlin, Germany | 2019 – 2021

- Integrated user needs, business goals, and product roadmaps to align solutions with stakeholder objectives and boost user satisfaction.

Ilaria Nava Studio - Designer

Milano, Italy | 2013 – 2013

- Collaborated with head designer Ilaria Nava to develop and present a smart school initiative for Ghana, focusing on user-centered design and innovative solutions.

Beyond Design - Co-founder & Interior Designer

Jakarta, Indonesia | 2008 - 2011

- Led cross-functional teams of 10+ members to implement design projects, ensuring 100% adherence to client specifications and delivering 15+ projects on time and within budget.
- workshop furniture production operations, expanding the team from 3 to 20+ employees and managing 30+ on-site workers, resulting in a 90% increase in Scaled production capacity.
- Developed and presented 20+ custom project proposals tailored to client needs, budgets, and production timelines, achieving a 95% client approval rate and driving revenue.

Multi Sentosa Pratama - Interior Designer

Jakarta, Indonesia | 2006 - 2008

- I collaborate effectively with clients and manage construction teams and vendors to deliver custom builds, ensuring project success and client satisfaction.

Education

Politecnico di Milano

M.Sc. Product Service System Design.

Milano, Italy | March 2011- April 2016

Universitas Pelita Harapan

B.A Interior Design

Jakarta, Indonesia | July 2001 - April 2006

Certification

Professional Certificate by Coursera

- Google Project Management. | June 2023
- Google Data Analytics | February 2022

Projects

UX & Service Design Lecture

Universitas Pelita Harapan | Indonesia | 2021

- Delivered lectures and mentored 3rd-year interior design students in applying service design and UX principles to create innovative airport commercial spaces for their final projects.
- Provided hands-on workshops and industry insights to build practical skills and prepare students for professional design careers.

Product & Service Designer

Cocoon x AMKO | Hamburg, Germany | 2016

- Partnered with Cocoon and AMKO to launch innovative amenity kits for airline passengers at the Aircraft Interiors Expo (AIX).
- Designed high-quality, curated kits tailored to enhance the in-flight experience for modern travellers.

Skills

Technical Tools

- **Design & Prototyping:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Miro
- **Web Development:** HTML, CSS, Basic JavaScript
- **Data & Analytics:** SQL, Hotjar
- **Productivity & Collaboration:** MS Office, Jira

Design & Management Skills

- **Design Expertise:** Interaction Design, User-Centered Design, Design Thinking, Prototyping, Usability Testing, E-commerce Design, User Research, Empathy & Understanding of User Needs
- **Project Management:** Agile & Scrum Methodologies, Cross-functional Collaboration, Product Requirements Definition

Languages

- **Fluent:** Indonesian, English
- **Advanced:** Italian