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Design Lead · Jakarta, Indonesia

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15 → 4

designers, led through Moladin's pivot without losing scope

0 → 5,000+

dealer financing users at Moladin

10+

interaction designers led at Ruangguru, across 2 business units

Hundreds of thousands to Roughly 100s

rupiah per month in revenue, Moladin web transformation

design delivery speed at YukStay after building the design system from scratch

~80% → ~30%

CoHive website bounce rate

EXPERIENCE

Design Lead · Moladin

Sep 2024 – Present · **current**

Jakarta, Indonesia

Lead a 4-person design team across 4 business verticals and their stakeholders, after the team scaled down 15 → 10 → 4 through a company-wide pivot.

Took new initiatives from 0 to 1 — pitch deck, prototype, testing, MVP launch — including the Moladin Finance SME platform, which now manages hundreds of leads and loan submissions with a companion agent app generating 100+ leads per month.

Rebuilt how the team works to fit a smaller headcount: context written down and shared so decisions stay visible, a design library cheap enough for four people to maintain, and AI used for exploration and prototyping.

Closed a gap between design, product and business operations by bringing designers into the conversations where commercial decisions are made, so design and PM stopped questioning each other without shared context.

Associate Design Lead · Moladin

Dec 2022 – Sep 2024

Jakarta, Indonesia

Dealer Financing and Platform Tribe.

Led 5 designers and 3 copywriters across the Dealer Financing and Platform Tribe.

Led and oversaw design for the 2023 dealer financing business pivot — loan origination, loan management, collection management, purging and inspection services — which reached 0 → 5,000+ users.

Oversaw Tuwaga, the Moladin web transformation (revenue from hundreds of thousands to hundreds of millions of rupiah per month) and the Moladin Finance SME platform.

Held delivery strategy, design review and stakeholder alignment on scope, and owned manpower assignment across the tribe.

Product Design Lead · Ruangguru

Apr 2022 – Dec 2022

Jakarta, Indonesia

Led 10+ interaction designers across 2 business units and multiple squads.

Aligned team priority and backlog with stakeholders, reallocating people when priorities shifted mid-quarter.

Initiated and maintained interaction design documentation that made cross-squad collaboration and onboarding cheaper.

Advocated quantitative data to support hypotheses validated through qualitative research and concept testing.

Senior Interaction Designer · Ruangguru

May 2021 – Apr 2022

Jakarta, Indonesia

K12 products.

Designed the Homepage Learning Mode concept and shipped it to 100% of users after A/B validation, working with the VP of Product, 1 UI designer, a business ops manager and the academics team.

Facilitated cross-department ideation workshops and designed the concept and usability test that produced the validated direction.

Turned concept-test and usability-test findings into wireframes, flows and recommendations that product managers used to prioritise.

UX Designer · Ula

Nov 2020 – May 2021

Jakarta, Indonesia

B2B e-commerce for small and medium retailers.

Initiated the design system that brought consistency across Ula's products.

Reworked the order flow so users stopped getting stuck mid-flow, improving conversion.

Reworked self-registration and automated the approval step, clearing a customer-care backlog and letting some segments shop without waiting for manual approval.

Independent design practice · Freelance

Jul 2020 – Nov 2020

Jakarta, Indonesia

Project-based product design for companies and SMEs.

Redesigned the Gtalent Asia web presence and job portal.

Designed the website and community mobile app for Flokq, a coliving startup.

UI/UX Designer · YukStay (YC W20)

Dec 2019 – Jul 2020

Greater Jakarta Area, Indonesia

Built the design system from scratch, roughly doubling delivery speed and keeping consistency across web, tenant, agent, owner and admin products.

Built the tenant app from browse-only into a product tenants could pay and manage their property in.

Designed the payment and billing system from scratch, partnering with Stripe as payment gateway — Stripe's first project in Indonesia.

Revamped the booking experience and homepage as a team of 2, moving the unit-page view rate from single-digit into double-digit percent.

Sr. UX Specialist · SpaceStock

May 2019 – Dec 2019

Kebayoran Lama, Jakarta, Indonesia

Built the design language system from the ground up, which is what later made rebranding cheap to apply.

Helped ship SpaceStock web 2.0 and the accompanying rebrand, working with the product manager and a frontend engineer.

Designed the property listing website for web, tablet and mobile.

Reworked the unit detail page pricing — which had to carry cash, credit card, fintech credit and separate 6- and 12-month rent schemes — into a form users could compare; the change produced almost 100% increase in leads in a month.

UI/UX Designer · CoHive (then CoCoWork)

Nov 2018 – May 2019

Greater Jakarta Area, Indonesia

Brought the website bounce rate down from around 80% to around 30%.

Built the CoHive space member app for iOS and Android from scratch.

Built the coliving website from scratch and lifted its visitors by more than 100%.

Handled the CoCoWork → CoHive rebrand — reflected on the website in one day, with the full revamp delivered in a week.

EARLIER

Jul 2018 – Nov 2018

QA Analyst, CoHive (then CoCoWork) — pioneered the QA function for CoCoWork’s internal mobile and web apps, working with frontend engineers on automated test scripts. Left this role into CoHive’s design team.

Mar 2016 – Jul 2017

QA Tester, Gameloft — tested Windows platform titles and maintained an in-house CRM tool used across the game portfolio.

Jul 2017 – Jul 2018

Senior QA, Jurnal — led a 5-person QA team on the main accounting app and moved the testing methodology from manual to automated.

LEADERSHIP

TEAM NOW

Lead a 4-person design team across 4 business verticals and their stakeholders, after the team scaled down 15 → 10 → 4 through a company-wide pivot.

ALSO LED

5 designers and 3 copywriters, Moladin Dealer Financing & Platform Tribe.

THROUGH A PIVOT

Team scaled 15 → 10 → 4 designers while still shipping four initiatives.

LARGEST TEAM

10+ interaction designers across 2 business units, Ruangguru.

LEADING SINCE

April 2022 — 4 years+

PRACTICE

Design systems from scratch at YukStay, SpaceStock, Ula and CoHive; design reviews; manpower and delivery planning; 0 → 1 initiatives from pitch deck to MVP.

TOOLS

FIGMA

SKETCH

DESIGN SYSTEMS

PROTOTYPING

AI-ASSISTED EXPLORATION AND PROTOTYPING

USER RESEARCH

CONCEPT TESTING

USABILITY TESTING

A/B TESTING

FACILITATION

STAKEHOLDER ALIGNMENT

JIRA

NOTION

MIRO

MENTORING

UI/UX design tutor, Rakamin Academy (Oct 2022 — Sep 2024) — created materials, assignments and exams, and tutored across the Kampus Merdeka programme, the Prakerja programme and the Rakamin UI/UX design bootcamp.

Mentor, ADPList — one-to-one design mentoring.

EDUCATION

Universitas Pembangunan Nasional Veteran Yogyakarta
Bachelor's degree, International Relations and Affairs · 2011 – 2015