Jasmine Paraswati

Product Designer · UI/UX Designer

Email	hello@fromjasmine.com	Phone	+62 822-8181-9412
Web	Portfolio | LinkedIn	Based	Jakarta, Indonesia

Summary

Product Designer with 3+ years of experience designing mobile and web products for fintech and international clients. Currently designing a live Buy Now Pay Later app at ABNK (Singapore); previously scaled one design system into 50+ live websites at DigiAgency. Computer Science graduate who pairs UX research and design systems with analytics (GA4, Looker Studio) to validate design decisions.

Experience

ABNK — Singapore · Remote — Sept 2024 - Present

UI/UX Designer

- Designed the end-to-end UI/UX for ABNK's BNPL mobile app (live on Google Play and the App Store) and its companion web platform, covering key flows across mobile and desktop.
- Designed partner-integration features, such as in-app promotions with enterprise brands, translating each partner's requirements into a consistent product experience without breaking the core design system.

DigiAgency — Spain · Remote — Aug 2024 - Aug 2026

UI/UX Designer

- Designed a scalable master website template and design system for a Spanish roofing business, reused across 50+ localized site variants to cut design turnaround while keeping UX consistent.
- Owned end-to-end UI/UX across 15+ client projects in healthcare, retail, and real estate, from business requirements to user flows, information architecture, and interface design.
- Designed and built custom websites for SMB clients, including a dental clinic and a multi-location retail chain; one site grew from 234 to 1,800 users YoY and another reached 3,100+ users within six months.
- Instrumented client sites with GA4, Search Console, Tag Manager, and Clarity, consolidating data into Looker Studio dashboards to validate design decisions and guide iteration.
- Served as the primary design point of contact for clients, leading monthly reviews and turning stakeholder feedback into design iterations.

cmlabs — Malang, Indonesia — Jan 2024 - Aug 2024

UI/UX Design Intern

- Conducted user research and usability testing across 5+ projects, including the visuwisu.co landing page revamp, to inform design decisions.
- Collaborated with product owners, developers, and SEO writers to align design solutions with business goals.
- Established design systems and component style guides for a consistent visual language across projects.

Nuri x Rakamin Academy — Jakarta, Indonesia · Remote — Nov 2023 - Dec 2023

Project-Based Virtual Intern, UI/UX Designer

- Designed user flows, wireframes, and prototypes for an e-commerce platform using Figma, Adobe XD, and Sketch, completing a case study as the program's capstone.

Skills

UI & UX: User Research, Usability Testing, User Flows, Information Architecture, Design Systems, Prototyping

Design Tools: Figma, Adobe XD, Sketch, Jitter, CapCut, Canva

Data & Analytics: GA4, Google Search Console, Tag Manager, Microsoft Clarity, Looker Studio

Collaboration: Stakeholder Management, Client Communication, Developer Handoff & Collaboration

Education

Universitas Brawijaya — Malang, Indonesia — Aug 2019 - Jul 2023

Bachelor of Computer Science, GPA 3.80/4.00 (Cum Laude)