GLENALDO EZEKIEL HUTAJULU

SENIOR UI/UX & PRODUCT DESIGNER · AI-POWERED DASHBOARDS · FINTECH · TELCO

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PROFILE

Senior UI/UX Designer with 3+ years designing enterprise products across banking, telco and travel. Most recently the sole designer on an LLM-powered analytics platform for Telkomsel's Network team, covering around 60,000 tower sites with natural-language query, AI summaries and anomaly explanations. Previously designed corporate banking (Permata e-Business) and consumer loan journeys (FIFGO) at Aleph, a Singapore-HQ creative technology agency. Strong in complex data UI, information architecture and usability testing, with Claude built into my daily workflow.

EXPERIENCE

Senior UI/UX Designer *Oct 2025 – Oct 2026*
Technova Integrasi Solusi | Jakarta, Indonesia · Enterprise SaaS company serving Telkomsel's Network team

- **Arsenal:** sole designer from concept to pre-launch on an LLM-powered dashboard that forecasts electricity consumption and billing across around 60,000 BTS tower sites, built for Telkomsel's HQ team (10+ users) and 12 regional PICs.
- Designed the product's AI layer: natural-language query, AI-generated summaries and anomaly explanations, so HQ and regional users can query and interpret site-level data in plain language.
- Designed compliance-tracking views that flag license adherence per site and surface upcoming bill due dates, built to cut avoidable utility costs and late payments.
- Owned design end-to-end in a cross-functional team of front-end and back-end engineers, 2 data scientists, a data engineer, QA and a PM.

Freelance UI/UX & Web Designer *May 2024 – Present*
Independent | Remote · Clients in Indonesia and the US

- Designed and built 2 client websites end-to-end in Framer: a branded company site for Shilohcore Mechanical Design Studio, and a corporate site for Bintang Manunggal Pratama Group delivered in one month.

UI/UX Designer *Jun 2023 – Dec 2024*
Aleph Indonesia | Jakarta, Indonesia · Singapore-HQ creative technology agency for enterprise clients

- Led end-to-end UI/UX for 3 enterprise products: FIFGO (FIFGROUP's customer financing app and public website), Permata e-Business (PermataBank's corporate internet banking) and Telkomsel Orbit's public website.
- **FIFGO:** revamped the mobile app's full loan-contract experience, covering application, payment, contract renewal, late-fee and contract-management flows. In UAT, users completed the loan flow in under 7 minutes with zero drop-off.
- **Permata e-Business:** designed transfer, bill-payment and bulk upload flows for corporate users.
- Defined user stories and information architecture from research, and validated designs through usability testing.
- Designed custom icon sets that extended each client's visual system, and presented design rationale directly to client stakeholders to align UX with business and brand goals.

UX Researcher & Designer (Intern) *Dec 2022 – Feb 2023*
By.U by Telkomsel | Jakarta, Indonesia

- Mapped By.U's end-to-end customer complaint journey and proposed feature improvements.

EDUCATION

Purwadhika Startup & Coding School · Professional Certificate, UI/UX Design · *Nov 2022*
Bina Nusantara University · Bachelor's Degree, Economics · GPA 3.72/4.00 · *Jan 2020*

SKILLS & TOOLS

Product design: AI/LLM UX (natural-language query, AI summaries, anomaly explanations), data-heavy dashboards, information architecture, interaction design, prototyping, design systems
Research: user research, usability testing, journey mapping, user stories
Tools: Figma, FigJam, Framer, Miro, Adobe Illustrator, Photoshop
AI in workflow: Claude (documentation, ideation, task execution)
Languages: Indonesian (native), English (professional)