Dewi Intan Brahmanti

Product, Project and UI/UX Lead | Design, delivery and team leadership

Jakarta, Indonesia | linkedin.com/in/intanbrahmanti | intanb.page (more of my work and case studies)

EXECUTIVE SUMMARY

- Product, project and UI/UX lead with over a decade across design, brand and delivery, from art direction and app design at an edutech to shipping fintech products from first flow to release.
- Hired as Lead UI/UX Designer at Tokenomy, then as Jr. Product Manager designed and shipped **the first crypto lending product in Indonesia**, plus NFT Loan (the first crypto loan backed by NFTs in Indonesia) and DCA. Then led and took part in the rest of Tokenomy's products and CAMP's trading and investment initiatives.
- As Art Director at Zenius Education, designed the apps' UI/UX and user flows, created the brand's visual language and brand bible, and led a team of 6.
- Aligns stakeholders, users, business and engineering on what ships and when, and takes design from user flow and prototype through test scenarios and feedback to release.
- Lifted the conversion rate of a side project by up to 305% in two months through changes to funnel structure, messaging and user experience.
- Led a cross-cultural agile team of about 25 people, with the frameworks, SLAs, SOPs and documentation that make handovers and onboarding easier.
- Uses Figma with Claude to create, present and evaluate UI/UX, write test cases and build prototypes. Built this site with Claude.

SKILLS_

Product & Delivery

Product: scoping ideas, feature design, testing through to release
Methodologies: Waterfall, Agile, Scrum
Tools: Jira, Linear, Trello and similar tools
Practices: frameworks, SLAs, SOPs, test scenarios, documentation

Design & UI/UX

Tools: Figma (with Claude for review)
Design: UI and UX design, user flows, prototyping, mobile app and web platform design, brand visual language and brand guidelines, graphic design, art direction

Technical Foundations

Tools: Git, command line (basic, with Claude Code)

Surface-level technical knowledge: enough to work with engineers and explain integrations to clients. Not an engineer.

Analytics & Research

Tools: Google Analytics, Metabase, Mixpanel, SEMrush

Reads product and marketing data for decisions and reports. Mixpanel and SEMrush have been used before but are not current.

AI as Tools

Tools: Claude, Claude Code, NotebookLM, Gemini
Skills: prompt engineering, briefing and reviewing AI
Use case: UI/UX review, test cases, prototypes, reporting

I set the problem, decide and check the result, and AI does the heavy lifting. rerac and this site were built with Claude from my brief. I'm not an AI engineer.

Productivity & Web

Tools: Google Workspace (Docs, Sheets, Slides, Drive), Google Business Profile
Skills: SEO, presentations, reporting, administration

Runs documents, reports and a small business's web presence in Google's tools.

Soft skills

- Team management
- Professional communication
- Reports and presentations
- Research and analysis
- Stakeholder alignment
- Cross-cultural collaboration
- Explaining technical topics to clients
- Decision-making under uncertainty

DESIGN WORK_

Tokenomy Loan and Swap

Tokenomy | 2021 to 2023 | Product design and ownership

Problem: users wanted to borrow against crypto they already held, without buying more.

Decision: at launch, Loan accepted only BTC, ETH, IDRX and USDT as collateral, a limit Business and Ops set to protect the company's liquidity. Designed Swap to support Loan within that limit.

Result: both shipped and worked well, built by Engineering. Loan was the first crypto lending product in Indonesia. Usage figures were confidential.

KineMedika brand system

KineMedika | 2026 to present | Brand, strategy and operations

Scope: designed the clinic's brand system and rolled it out, from logo and colour palette to physical touchpoints.

Extended to: campaign programs and content production.

Zenius apps and brand

Zenius Education | 2013 to 2019 | Art Director

Scope: UI/UX and user flows for the apps and other digital products, plus the brand's visual language and brand bible.

Decision: kept one visual language across brand communications, collateral, social media and product screens, with visual consistency and user experience as the focus.

Team: led a team of 6.

EDUCATION & LANGUAGES_

Education

Universitas Brawijaya
Faculty of Administrative Science
Business Administration, Marketing Management concentration
Class of 2006 · did not complete

Languages

Indonesian: native
English: C1
Italian: A2
Spanish: A1

HISTORY_

KineMedika, Jakarta
2026 – present

Brand, Strategy & Operations

Methodology: Waterfall

Stakeholder in a small physiotherapy clinic focused on sports injuries, and hands-on in its non-clinical side:

- Brand system design and rollout, from logo and colour palette to physical touchpoints
- Campaign programs and content production
- Google Business presence, Google Workspace setup and SEO
- Hiring policy, recruitment flows, candidate interviews
- Day-to-day operation, financial tracking and monitoring, and partnerships/sponsorships

---

CAMP Investments, Singapore
2023 – present

Project Manager

Methodology: Agile and Scrum

Hired as project manager. Project manager on several financial and digital-asset product initiatives:

- **Onchainfolio:** CAMP's service arm, a platform for monitoring and managing crypto assets
- **DCA Simulator:** a tool for simulating Dollar Cost Averaging strategies
- **CSA (Crypto-based Koperasi Aset):** community-based asset management
- **DCI AutoRollover:** a system that automates an investment strategy
- **Across all products:** supervised UI/UX design, ran and supervised test scenarios and testing, compiled feedback, and checked adherence to regulations

All initiatives were developed with a focus on system structure, risk management and user experience.

NFI, Jakarta
2023

Project Manager, short tenure

Methodology: Waterfall

- Took part in the launch of Lexus Reach Telematics, covering feature design, implementation, live-test, and coordination across teams in Asia region
- Aligned technical requirements with user in an automotive and data context
- Gave client-facing product demonstration and acted as the vendor's representation for the user testing of Lexus Reach Telematics
- Joined e-bidding project for a major automotive brand mid-way.

Tokenomy, Jakarta
2021 – 2023

Lead UI/UX, Jr Product Manager, Project Manager

Methodology: Agile and Scrum

Hired as Lead UI/UX Designer, promoted to Jr. Product Manager within 3 months, then moved to Project Manager.

- **Lead UI/UX Designer:** re-designed the Fixed Deposit product
- **Jr. Product Manager:** designed and shipped **Tokenomy Loan** (the first crypto lending product in Indonesia), **NFT Loan** (crypto loans with NFTs as collateral, the first of its kind in Indonesia) and **DCA** (a dollar cost averaging product)
- **Design decision:** Loan accepted only BTC, ETH, IDRX and USDT as collateral, a limit set by Business and Ops to protect the company's liquidity, so designed **Swap** (a crypto swap product) to support Loan within that limit. Engineering built both
- **Jr. Product Manager:** supervised development of the Tokenomy App (Android and iOS) with the product team
- **Project Manager:** led and took part in the rest of the products, including **Tokenomy Exchange** (a crypto exchange platform designed to be simple and profitability-oriented) and **DCI** (a dual currency investment product)
- Managed a cross-cultural agile team of about 25 people, keeping feature releases, bug fixes and system improvements on the web platform and mobile app moving continuously

---

Coffeeneers, UK
2020

Brand Strategist

Methodology: Waterfall

- Did the branding launch for Coffeeneers, an independent coffee community, during the COVID-19 pandemic, extending its reach to Cardiff, Bristol and Oxford
- Worked remotely from Jakarta with a cross-cultural team located in the UK, Poland and Singapore, under high operational uncertainty

---

Zenius Education, Jakarta
2013 – 2019

Graphic Designer & Art Director

- Designed the UI/UX and user flows for the apps and other digital products
- Created the brand's visual language and brand bible, and kept brand communications, collateral, graphic design and social media identity visually consistent
- Led a team of 6 as Art Director

Kelascinta.com, Jakarta · side project
2020

Digital Strategy Consultant

- Side project: helped optimise digital marketing strategy, lifting conversion rate by up to 305% in two months through improvements to funnel structure, messaging and user experience