Melina Nathania Kurniawan

Product-focused UI/UX designer with 7+ years of experience and a solid UX background. Skilled in end-to-end design for B2B and B2C products, turning requirements into clear, impactful solutions.

Mobile
+60 188 712 257

Email
melina_gao@hotmail.com

Website
www.melinathania.com

Experience

Sep 2021–Apr 2025

UI/UX Designer

PropertyGuru Group (Data and Software Solutions)

Kuala Lumpur, MY

- Sole designer for the ValueNet Malaysia redesign, simplifying user flows, improving layout clarity, and optimizing mobile responsiveness.
- Led design for select DataSense Singapore and Malaysia modules during the transition from Looker to native implementations, enhancing interactivity and design consistency across the platform.
- Designed the end-to-end user flow from registration to checkout and payment for Self-Serve Malaysia Agent module within PropertyGuru's For Business platform, resulting in increased user engagement and higher onboarding conversion rates.
- Collaborated with product managers, engineering teams, and stakeholders throughout the design process to define requirements, create wireframes and prototypes, and iterate on design solutions.
- Incorporated usability testing insights to continuously improve the user experience and interface.

Dec 2019–Aug 2021

UI/UX Designer

Aleph Labs

Kuala Lumpur, MY

Jakarta, IDN

- Contributed to UX research initiatives by developing user personas, value propositions, user journeys, and information architecture, leading to more focused design strategies and improved alignment with user needs.
- Collaborated with the design team on responsive web and mobile designs for major clients such as AmBank Malaysia and OCBC Indonesia, delivering consistent brand experiences and improved usability across platforms. Also supported component documentation to maintain design consistency.
- Managed cross-functional collaboration for the Dunia Games website revamp, ensuring smooth design handoff and successful implementation. The project improved user satisfaction post-launch and led to follow-up projects from the client.
- Conducted competitive analysis and landscape assessments to identify usability gaps and enhance user engagement strategies.

Jan 2018–Dec 2019 **UI/UX Designer** **SeeSharp Solutions** **Sdn. Bhd.** Kuala Lumpur, MY	• Designed UI/UX for desktop, tablet, responsive websites, and mobile apps across both new builds and redesigns. Led E-commerce and corporate website design for clients like Jaya Grocer, delivering brand-aligned, goal-focused solutions • Built and styled simple websites using HTML, CSS, WordPress, and E-commerce platforms, delivering clean and functional front-end solutions. • Conducted usability testing and design QA to ensure visual consistency and user-friendly interactions across devices. Prepared visuals and assets for Play Store and App Store submissions.
Jun–Jul 2015 **Graphic Design Intern** **The Wagyu Story** Bandung, IDN	• Proposed a new website design template and assisted with pre-wedding photoshoots setup and styling.
May–Jun 2015 **Graphic Design Intern** **Hirsch Bedner** **Associates Pte Ltd** Singapore	• Contributed to design concepts for signage and branding projects.

Education

2016–2017 **Coventry University** Coventry, UK	BA (Hons) Graphic Design
2013–2016 **Nanyang Academy of** **Fine Arts** Singapore	Diploma in Graphic Communication (breath: Screen Media)

Skillset

User Interface	Figma	Photoshop
User Experience Design	Jira	Illustrator
Quality Assurance	Confluence	Premiere Pro
Product Management	Notion	
Graphic Design		
Photography		
HTML/CSS		