NUR AKBAR BUSROH

Senior Product Designer | B2B SaaS, AI-Powered Products, Digital Health | Design Engineering
Tangerang, Indonesia (Open to remote) | akbar.busroh@gmail.com | akbarbusroh.com |
linkedin.com/in/nurakbarbusroh | dribbble.com/akbarbusroh

PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing B2B SaaS, AI-powered products, and digital health systems for recruiters, health workers, and government agencies.

Designed AI-powered CV screening end to end in the KantorKu / Dealls (YC W22) ATS, and designed KantorKu HRIS, a hire-to-retire platform covering recruitment, attendance, payroll, and performance. Alongside this, designs government health systems with Castellum Digital Indonesia for the Ministry of Health and Stop TB Partnership Indonesia, from surveillance dashboards to systems built from scratch.

Works across design and engineering, from AI-assisted research and prototyping to production front-ends built with Claude Code and autonomous AI agents built on Hermes Agent. Mentors and teaches UX since 2021 through ADPList, Skill Academy by Ruangguru, Skilvul (Kampus Merdeka), and Binar Academy.

CORE EXPERTISE

Product Design & Research: B2B SaaS, UX research, user interviews, interaction design, user flows and journeys, usability testing, design thinking

Design Systems & Delivery: design systems, wireframing, high-fidelity prototyping, personas, developer handoff, design documentation

AI & Agents: AI-powered feature design, autonomous AI agents (Hermes Agent), rapid prototyping (Figma Make, Claude), Figma–AI workflows via MCP, AI-assisted research synthesis, LLM prompting and evaluation, UX writing and spec drafting

Design Engineering: Claude Code, Cursor, Tailwind CSS and design tokens, HTML/CSS, Astro, Git, deployment on Vercel and Netlify

Domains: recruitment and HR tech (ATS, HRIS), digital health and public-sector systems, consumer marketplace

Leadership & Collaboration: design discovery, cross-functional communication (product, engineering, business), mentoring and teaching

WORK EXPERIENCE

DEALLS *(YC W22 · job portal, ATS & HRIS)* Remote
Senior Product Designer *Oct 2022 – Present*

- Owned end-to-end design of AI-powered CV screening in the KantorKu / Dealls ATS as the sole designer, working with the PM and engineering team, built to help recruiters screen candidates faster.
- Design KantorKu HRIS, a hire-to-retire platform spanning recruitment, attendance, payroll, and performance.
- Design the Dealls job portal and ATS for two audiences: job seekers and employers.
- Designed GYDMUN (gydmun.org), an international Model United Nations conference platform, end to end: landing page, registration and selection flow, package and installment payment, participant portal, and parent observer page.
- Run design discovery, document design decisions, and present solutions to product, engineering, and business teams.

Product Designer *Oct 2021 – Oct 2022*

- Designed features for SejutaCita, a youth super app (named Google Play's Best App of 2021 in Indonesia, 1M+ downloads), and the Dealls job portal.

CASTELLUM DIGITAL INDONESIA *(digital health consultancy)* Remote
UI/UX Designer (Part-time) *Jun 2024 – Present*

- **SISMAL (Ministry of Health):** redesigned the malaria surveillance reporting dashboards used by Puskesmas, district health offices, and the ministry to make reporting easier.
- **Kemenkes Fellowship:** designed a new system from scratch: landing page, applicant registration, admin selection dashboard, participant portal, and participant monitoring.
- **FC-SDS (Stop TB Partnership Indonesia):** designed a new system from scratch: TB examination recording forms, a monitoring dashboard, and an app for health facilities and communities.
- Built design systems, ran usability tests, and handed off designs to developers across all three projects.

BANK MANDIRI Jakarta, Indonesia
Solutions Analyst *Mar 2021 – Oct 2021*

- Defined requirements with developers and reviewed documentation and unit tests against business needs.

ORAMI *(maternal & baby marketplace)* Tangerang, Indonesia
UI/UX Designer *May 2019 – Mar 2021*

- Designed features end to end: user interviews, user flows and journeys, high-fidelity prototypes, and usability testing.

SUITMEDIA *(digital agency)* Jakarta, Indonesia
UI/UX Designer *Feb 2018 – May 2019*

- Delivered personas, wireframes, and prototypes for multiple agency clients on tight timelines.

Web Designer *Aug 2017 – Feb 2018*

- Designed user-friendly, current website interfaces for agency clients.

PROJECTS

ZOONOSIS SURVEILLANCE AGENT (personal project)
AI agent built on Hermes Agent (Nous Research) *Oct 2026 – Present*

- Built an autonomous AI agent that monitors zoonotic disease events worldwide, prioritizing Indonesia, with real-time Telegram alerts and a daily 08:00 WIB digest. Currently being tested by a consultant.
- Designed verification rules (5-tier sources, event status from rumor to outbreak, confidence levels, cited source per claim) and deduplicated event storage so only new events or status changes trigger alerts.

MENTORING & TEACHING

ADPLIST | UI/UX Mentor Apr 2022 – Present
SKILL ACADEMY BY RUANGGURU | UX Instructor Apr 2023 – Oct 2024
SKILVUL (Kampus Merdeka) | UI/UX Mentor Aug 2021 – Feb 2023
BINAR ACADEMY | UI/UX Facilitator Jul 2021 – Jun 2022

EDUCATION

BINUS UNIVERSITY Indonesia
Bachelor's Degree, Information Systems · GPA 3.65/4.00 2018 – 2020

IPB UNIVERSITY Bogor, Indonesia
Associate Degree, Informatics Management · GPA 3.79/4.00 2014 – 2017

SKILLS & TOOLS

Design & prototyping: Figma, FigJam, Framer, Webflow, Adobe Illustrator, Adobe After Effects

AI-assisted workflows: Figma Make, Claude, Claude Code, Cursor, Hermes Agent, Figma–AI workflows via MCP

Front-end & deployment: HTML/CSS, Tailwind CSS, Astro, Git, design tokens, Vercel, Netlify

Project management: Jira

Languages: Indonesian (native), English (professional)