

Rayindra Wisaksono

Sr. Product Designer | UIUX Designer | Interaction Designer

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A senior product designer with over six years of experience in the tech industry, currently working at ByteDance in the Global E-commerce, creator & affiliate division. I specialize in designing and optimizing creator and affiliate products for TikTok Shop, focusing on the SEA market with implementations for a global audience. Following Tokopedia's acquisition by ByteDance, I have been responsible for aligning both Tokopedia & TikTok Shop affiliate products to coexist effectively while meeting diverse market needs. I am eager to expand my expertise, embrace diverse cultural and professional environments, and grow both personally and professionally by collaborating with teams worldwide.

Professional Experience

Bytedance - Global E-commerce (TikTok Shop)

Product Designer | Jul 2024 - present (6 months)



- **Optimized External Linkshare Features:** Enhance new TikTok Shop link sharing attribution to attract new potential users to the platform, improve affiliate product penetration **contributing to 0.5% GMV from all Affiliate products in 3 months** after release.
- **Launched TikTok Shop external linkshare guidance:** Provide a comprehensive guidance for external linkshare features, since it will be a brand new opportunity to earn commission other than creating a video or LIVE session in TikTok Shop. **Increases the overall linkshare conversion rate by +176%** coming from product detail page and more than **50% conversion rate** in showcase page.
- **Cross-Platform Integration:** I delivered an end-to-end design journey for both Tokopedia and TTS users, ensuring seamless integration that supports mutual benefits, where both platforms enhance each other's performance and value. **Achieved +38%** bound affiliate users from total Tokopedia Affiliate users, which **exceeded 10% more than the initial users bound target**. The integration led to another achievement with **+18% of bound Tokopedia creators generating links and +20% creating content in TTS**.
- **Leveraged AI-powered design tools** to accelerate the design workflow, including generating visual assets, animation concept, and delivering HTML prototypes for faster iteration and collaboration.

Tokopedia - E-commerce

Senior Product Designer | Oct 2021 - present (3yrs+)



- **Enhanced Sharing Experience:** Redesigned the sharing output module that is contextual for the ongoing campaigns, produced significant improvement of CTR, generating **92% campaign sharing session** from outgoing hit experimentally.
- **Built SEO-Driven Page For Ramadhan Campaign:** Developed SEO-focused e-commerce pages, **increasing more than 30% click rate and 64% impression** rate in the last 3 months.
- **Established Affiliate Wishlist Collection Feature:** Allowing creators to generate a product link in a bulk, Increase **more than 30x** collection pages session from 16K sessions to more than 500K sessions
- **Incentivized Creator With Seller Sponsored Affiliate:** Allow sellers to support another extra commission for creators in return of promoting their products and generate the orders. Based on March-December 2023 PoC data, **36%** number of affiliates with SSA links, and from those with SSA links, **it generated 10% number of orders from more than 300K** total affiliate orders.
- **Escalated Affiliate User Performance:** Incorporate gamification experience elements (mission, reward, & leaderboard) specifically targeting dormant user to generate promotion & orders. There are increase of **74% participants** and **29% of orders generated from Gamification**, contributing 1.27% to Tokopedia Affiliate Sessions and 3.10% to Tokopedia Affiliate orders.
- **Established the Pitch Deck and Brand Guidelines book** for a documentation that can be used to explain what is Tokopedia Affiliate to our stakeholders. Conducted a series of workshops with stakeholders across team such as product managers, business team, and operations team.
- **Created New Shop Link Attribution:** Shop attribution contribute to PDP **generate 6% of total** order in average and achieve more than Rp330M order commission in total from 3 months period only.

Amartha - Fintech P2P Lending

Senior UX Designer | 2019 - Oct 2021 (2yrs)



- Enhanced the user experience of Amartha's peer-to-peer lending mobile application by refining legacy designs and ensuring cohesive functionality.
- **Initiated the design of Amartha Plus**, a super-app aimed at empowering rural, unbanked women.
- Led the **end-to-end design process**, including user research, conceptualization, prototyping, and execution, ensuring alignment with user needs and business goals.

Professional Experience

Mile App - SaaS Logistic

UX Designer | 2019 (1yr)



- Designed intuitive and efficient interfaces tailored to logistics company clients, focusing on **optimizing field management operations**, tracking delivery system (inbound - outbound), and warehouse management system.
 - Collaborated closely with clients to **implement designs based on specific requests**, ensuring alignment with their operational needs.
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Education

Bachelor of Industrial Product Design | Faculty of Art & Design

Bandung Institute of Technology, Indonesia (2010 - 2015)

Design Awards

Swissinnovation Challenge Asia | Top 10 Team

2018

SEA Makerthon Singapore | 2nd Winner Team

2016

Skills

Digital Product Design & UI/UX

Figma, Adobe XD, LottieLab, After Effects

Supportive AI Tools

Claude-code HTML delivery, Chat GPT-visual asset

Industrial Product Design

Sketch, Photoshop, Procreate, Rhinoceros, 3ds Max, Keyshot, Sketchup

English | Business Level

Portfolio

https://drive.google.com/file/d/1cj68CW5ZZeZd5NGqc_Tm4CMQjISqpqmn/view?usp=sharing

<https://www.behance.net/rayindrwisakso>