

Hello,

I'm Haaris

A Designer with a lot of experience in UI/UX design, interaction design, graphic and motion design, videography, photography, and teaching, delivering impactful digital solutions across multiple sectors. Skilled at bridging user centered design with business strategy, leading cross functional teams, shaping product roadmaps, and ensuring design solutions solve validated user problems. Recognized for strategic thinking, agile leadership, and a hands on approach that aligns UX excellence with business success.



Phone Number

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Currently Based

Jakarta, Indonesia

Email

haaris.millah@gmail.com

Master Of Management

Telkom University

2024 - 2026

Website

[haaris.works](#) 

Bachelor Of IT (Multimedia Studies)

The National University Of Malaysia

2013

I am committed to continuously upgrading my skills to meet evolving professional demands. I am a fast learner, hardworking, and positive-minded, with the ability to perform effectively under pressure, both independently and as part of a team. I thrive in dynamic environments and consistently seek opportunities to contribute and grow.

SKILLS

User Research

Wireframing

Low To High Fidelity Design

Prototyping

Motion Design

Illustration

Usability & A/B Testing

Design System

Graphic Design

Management Team

Coaching & Mentoring

Videography & Photography

TOOLS

Figma

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe Premiere

Trello

Jira

Adobe After Effects

Adobe Audition

Adobe Dreamweaver

Balsamiq

Sketch

Marvel

Lottie

Microsoft Office

Etc.

 PRODUCT DESIGNER

XLSMART
MAY 2022 – PRESENT

- Responsibilities :
- Collaborated closely with Designers, Project Managers, Digital Product Managements, Stakeholders, Users, Developers, QAs, Growth Hackers, Content Specialists, and UX Researchers.
 - Designed and delivered user centric interfaces for internal and revenue generating projects across mobile and web platforms.
 - Supervised and guided three vendor designers to maintain design consistency and quality standards.
 - Conducted project kick off meetings and stakeholder interviews to identify needs, pain points, and success metrics.
 - Led requirement gathering sessions with cross functional teams to ensure a shared understanding of business objectives and technical feasibility.
 - Produced multiple wireframe options and converted them into high and low fidelity designs aligned with the product vision.
 - Created interactive prototypes to facilitate design review sessions and validate usability with stakeholders and technical teams for feedback and improvement.
 - Analyzed user interviews and usability test findings, translating insights into actionable design iterations.
 - Partnered with Digital Product Management, Tech Lead, Growth Hacker, UX Researcher and QA to prepare Product Requirement Documents (PRDs) prior to development handover.
 - Worked alongside UX Researchers to conduct co-creation and design thinking workshops using tools and methods such as Sailboat Map, Service Blueprint, Empathy Map, Benchmarking, Hook Model, Value Proposition Canvas, Focus Group Discussions, Heuristic Evaluation, and Field Interviews.
 - Supported the Digital Product Management team in managing sprint cycles. Such as, monitoring backlog progress, reviewing development status, evaluating QA outcomes, and verifying release ready items.
 - Presented and showcased successful product releases at company wide Product Townhall sessions.

 MULTIMEDIA CREATIVE

GRID INC. & MOESLEMA.COM
2016 – 2018

- Responsibilities :
- Led the company's Multimedia Creative & Design Center, overseeing the end to end production of graphic design, video, and web development initiatives.
 - Served as cameraman, director, and video editor for company video campaigns and internal publications.
 - Designed visual branding assets and marketing materials, ensuring consistency across print and digital platforms.
 - Captured and edited photography content for company communications, promotional materials, and corporate events.
 - Designed and optimized the UI/UX for the company's website, enhancing user experience and visual appeal.
 - Supported the company's social media presence (Facebook, Instagram, YouTube) by producing high quality graphics, videos, and promotional content that strengthened audience engagement.

 UI/UX SPECIALIST AND SECTION HEAD UI/UX

RCTI+
2019 – 2022

- Responsibilities :
- Led the Design Sprint process prior to development, applying Design Thinking methodologies to ensure product market fit and user centric outcomes.
 - Defined the target problems and established clear sprint goals and guiding questions to align all team members.
 - Mapped user flows and journeys to visualize experience paths and identify friction points.
 - Conducted expert interviews and user discussions using the "How Might We" (HMW) method to uncover insights and feature opportunities.
 - Generated solution lists based on HMW findings and prioritized features for prototype development.
 - Designed multiple wireframe variations and transformed them into high and low fidelity prototypes for usability testing.
 - Created interview guidelines and facilitated prototype testing sessions to gather actionable feedback.
 - Analyzed user test results and iterated on designs based on qualitative and quantitative findings.
 - Produced motion designs for apps or web interfaces when required to enhance user engagement.
 - Presented final design outcomes to managers and higher level stakeholders for approval and alignment.
 - Collaborated closely with Product Managers, the COO, IT Managers, and cross division teams (such as MNC Games and ROOV) to coordinate project execution and ensure seamless delivery.
 - Partnered with Product Owners to maintain design sprint momentum, monitor task progress, and ensure alignment between design, business goals, and technical development.
 - Actively participated in presentation, discussion, and grooming sessions with developers to ensure smooth handoff and implementation accuracy.

 MULTIMEDIA DIRECTOR

RAINBOWL PICTURES
2015 – 2017

- Responsibilities:
- Co-founded a creative start up with a mission to advance the animation industry in Indonesia and digitize learning experiences through innovative multimedia solutions.
 - Maintained and developed two main business lines:
 - a. Creepik.com, an online ordering platform for video and photography pre to post-production projects.
 - b. Rainbowl Pictures, a digital content production studio that developed several original intellectual properties, including the animated series Tara & Dara.
 - Served as Multimedia Director, responsible for overseeing the company's full creative and production pipeline. Such as, spanning graphic design, live-action, and animation video projects.
 - Led a team of five in the multimedia division, ensuring high quality output and adherence to creative vision.
 - Acted as cameraman, director, and video editor for diverse projects, including TV commercials, corporate videos, and product showcases.
 - Contributed as concept artist for animation projects, shaping visual styles and storytelling elements.
 - Functioned as creative director and supervisor for multiple advertising campaigns and music video productions.
 - Designed visual branding materials and marketing graphics to strengthen the company's identity and market presence.
 - Designed and maintained the UI/UX for company websites and digital applications, ensuring functionality and engaging user experience.
 - Supported and managed social media channels (Facebook, Instagram, YouTube) by producing captivating graphics and video content that boosted audience engagement.

 UI/UX DESIGNER

INFOMEDIA (TELKOMSEL PROJECT)
2018 – 2019

- Responsibilities :
- Defined project objectives, target users, and success metrics to ensure clear alignment with business goals.
 - Conducted user interviews and surveys to capture behavioral insights and validate user needs.
 - Developed detailed user personas based on survey and interview results to guide design direction.
 - Identified key user needs and translated them into prioritized product features.
 - Designed comprehensive user flows and journeys to optimize navigation and experience consistency.
 - Created wireframes and translated them into high and low fidelity designs and prototypes for stakeholder review and usability testing.
 - Produced motion design assets and video-based user guides to enhance understanding and engagement.
 - Communicated regularly with clients from Telkomsel and Telkom to align on project requirements, progress, and feature approvals.
 - Worked within lean, fast changing project teams, adapting quickly to shifting priorities and new challenges in each engagement.

 LECTURER (PART TIME)

PROGRAM VOKASI UNIVERSITAS INDONESIA
2014 – 2016

- Responsibilities :
- Taught Media Publication courses, focusing on the use of design software for creative communication.
 - Instructed students on database management using Microsoft Access, emphasizing practical applications and data organization for real world projects.

 GRAPHIC DESIGNER

ELITE ADVERTISING
2013 – 2015

- Responsibilities:
- Designed and developed product labels and packaging that aligned with brand identity and marketing objectives.
 - Created a variety of publication materials, including magazines, newsletters, coupons, posters, and banners, to support promotional campaigns and brand communication.

ORGANIZATIONS

 FOUNDER & HEAD OF VIDEO PRODUCTION

KEPOABIS.COM
2013 – 2018

- Responsibilities :
- Founded a videography community that provided an online platform for members to showcase their creative video projects.
 - Collaborated with instructors and industry practitioners to help members strengthen their videography skills, covering all stages from pre to post production, including editing techniques, visual storytelling, and understanding video trends.
 - Taught not only video production techniques but also the fundamentals of website creation to empower members in building their own digital portfolios.
 - Established a videography community dedicated to sharing knowledge and fostering creativity, especially among students and young professionals, to inspire broader public appreciation of visual arts.

 KETUA DIVISI OLAAHRAGA

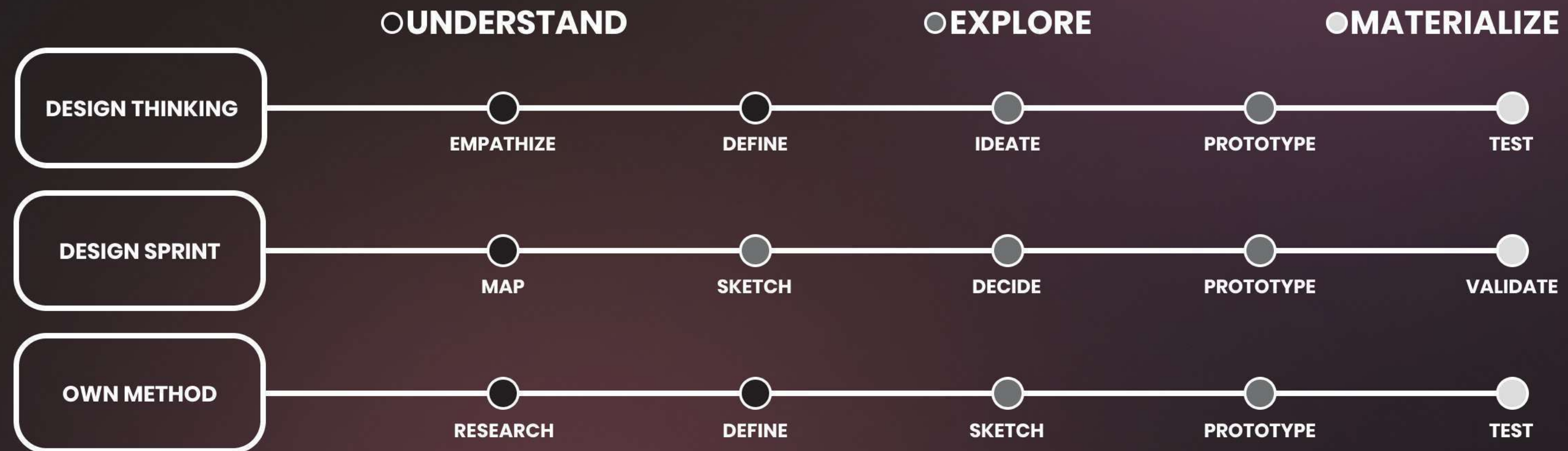
PPI-UKM (PERSATUAN PELAJAR INDONESIA – UKM)
2012-2013

- Responsibilities :
- Organized and hosted sports events to promote healthy lifestyles among students, strengthen friendship and teamwork within the Indonesian student community, and introduce Indonesian culture through the spirit of sportsmanship.

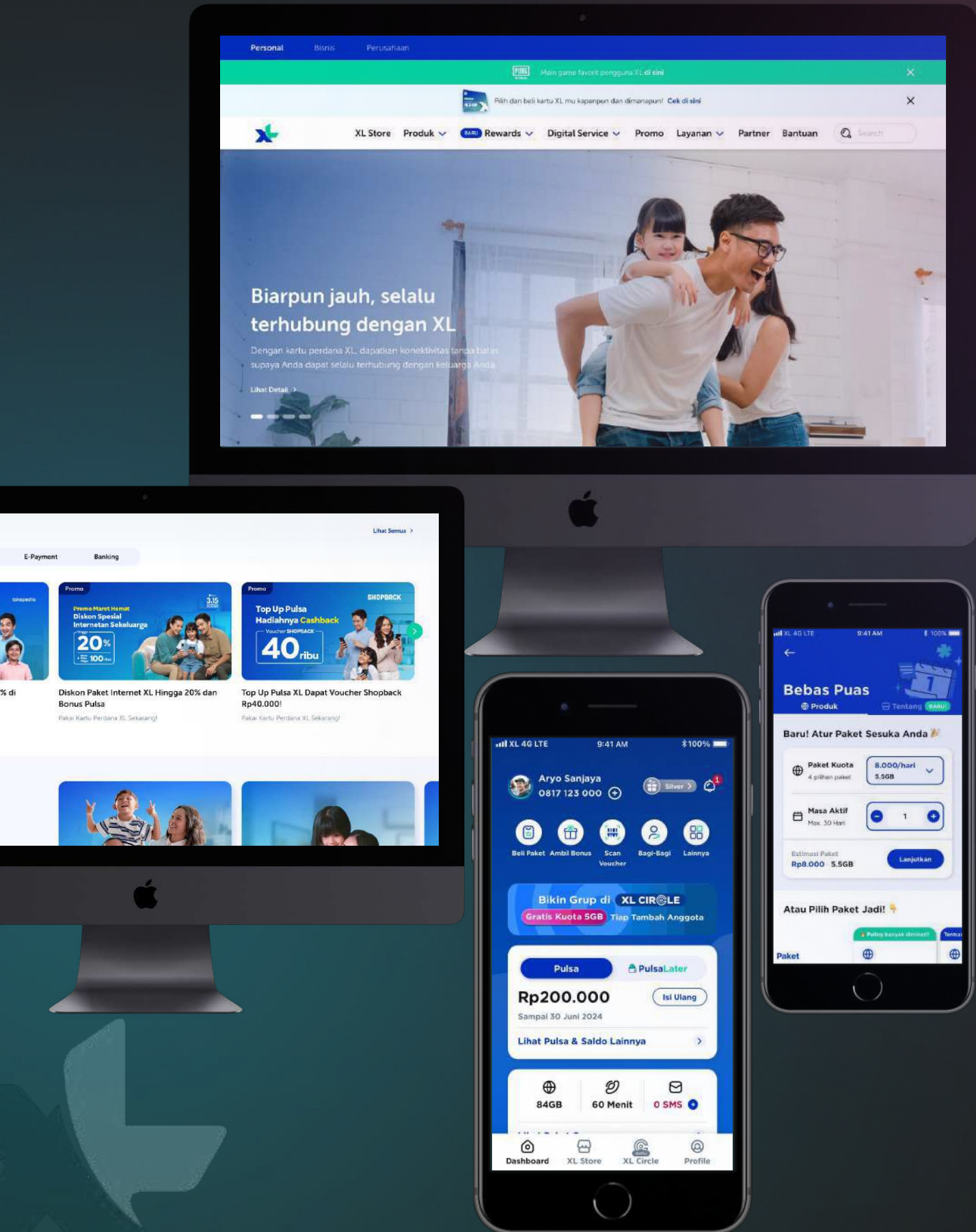
METHODS



As a product designer, I have applied a variety of UI/UX methods tailored to the specific case, user, and product, adapting my approach to each situation. These methods are flexible and situational, allowing me to respond effectively to diverse challenges. Additionally, I have developed my own streamlined methodology to make the design process more efficient and faster without compromising quality.



Let's see my works below! 



myXL Prepaid Products



Designing intuitive digital experiences for myXL Prepaid, enhancing accessibility, user engagement, and loyalty. Also supporting other product initiatives like technician apps and CS systems through research, prototyping, and usability testing.

Client (Year)	XLSMART (2022 - Now)
Projects	MyXL Prepaid (B2C), EPC, ZEUS, OWS WFM & COMET (CS System)
Platform	Mobile Apps (IOS & Android), Mobile Web & Web Desktop
Category	Telco Prepaid
Users	Telco Technician, Telco Sales, Retail Outlet & XL Users
Impact	Monthly Average Users (MAU) myXL grew almost 2x in two years & driving myXL's highest-ever TNPS.

Experiences From These Projects

User/Stakeholder Interview	Wireframe	Design System	Competitor Anlysis	Lo-Hi Fidelity	Prototype	Usability & A/B Test
Heuristic Evaluation	Illustration	Motion Design	PRD	Research Workshop (Sailboat, Service Blueprint, FGD, VPC Etc)		

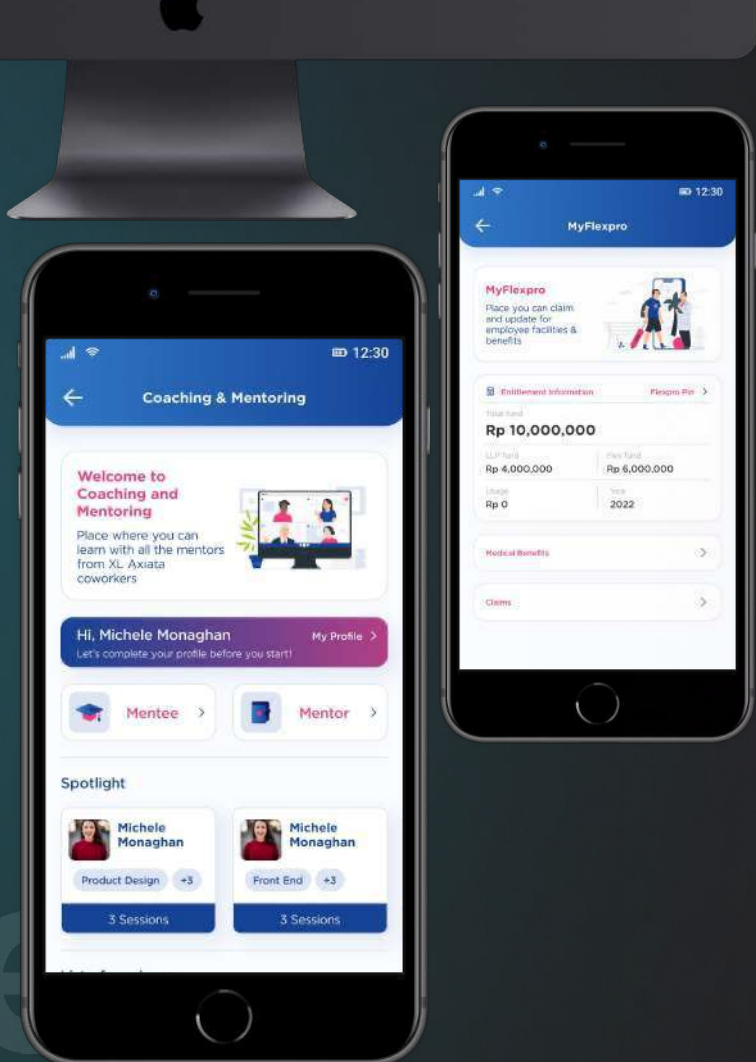
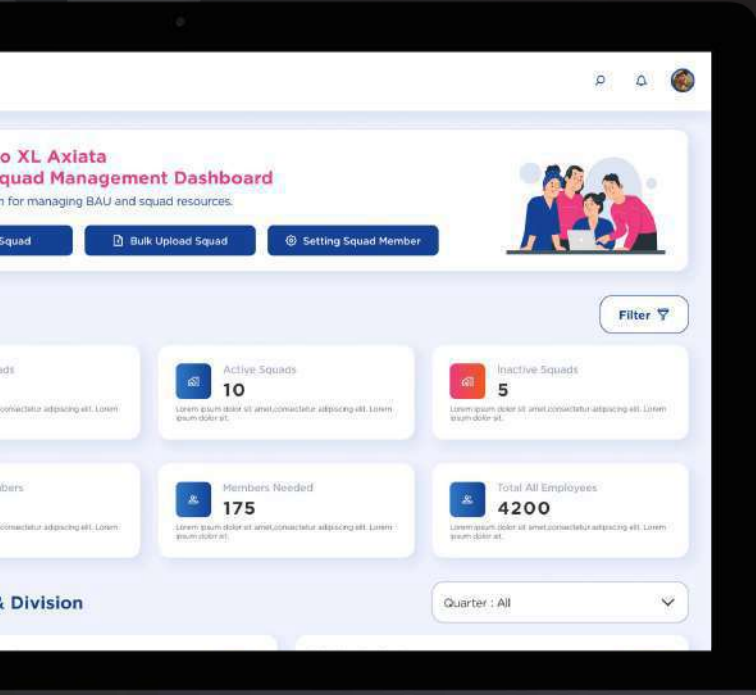
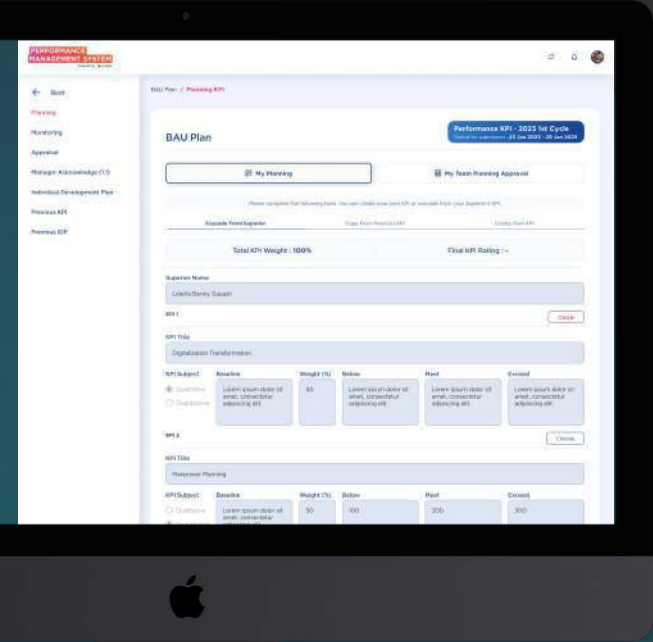
Links

IOS Apps	Android Apps	Website
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agile@
SUPERCHARGED



XLSMART Human Capital Products



To support XLSMART’s focus on customer centricity, convergence, and digital transformation, an interconnected system is required to assist all employee related matters in alignment with XLSMART standards. Previously, management tools were scattered and mostly relied on SuccessFactors.

- Client (Year)** XLSMART (2022 - Now)
- Projects** NewXLife (Employee SuperApps), EMR (Recruitment System) & Agile@Supercharged (KPI & Compensation System)
- Platform** Mobile Apps (iOS & Android), Mobile Web & Web Desktop
- Category** Human Capital
- Users** HR Team, Internal Employee & Vendor
- Impact** Streamlined employee processes like attendance, Flexpro (program to purchase of goods or learnings), and meeting room bookings. contributed to HR Excellence Award 2024 for HR Digitalization and People Analytics. delivered actionable business insights.

Experiences From These Projects

- User/Stakeholder Interview
- Wireframe
- Design System
- Lo-Hi Fidelity
- Prototype
- Heuristic Evaluation
- Illustration
- PRD

Links

- [Android Apps](#)
- [Website 1](#)
- [Website 2](#)



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RCTI+ SuperApps



RCTI+ aims to be the “One Apps, All Entertainment” that augments the traditional free-to-air presence of MNC’s TV networks by providing an integrated digital platform for video streaming, news, audio, games, and talent content.

Client (Year) RCTI+ (2019 - 2022)

Projects Video+ (Video & TV Streaming), News+ (News Portal), Radio+ (Radio & Music Streaming), Hot+ (User Generated Content) & Games+ (Games Aggregator).

Platform Mobile Apps (iOS & Android), Mobile Web, Desktop Web, Ipad, Tablet & Smart TV

Category Entertainment

Users TV Audience, Radio Listener, Gamer, News Reader, Audition Candidate Etc.

Impact Delivered a cohesive UX across five content pillars; Video+, News+, Audio+, Games+, and Hot+ for multiple platforms. RCTI+ became Indonesia’s #1 OTT platform with 19.81M MAU in 2021 and reached 65.8M MAU as of September 2022, reaffirming its 2019 launch and “superapp” positioning on its 3rd years.

Experiences From These Projects

User/Stakeholder Interview

Wireframe

Design System

Lo-Hi Fidelity

Prototype

Heuristic Evaluation

Illustration

Design Sprint

Usability Test

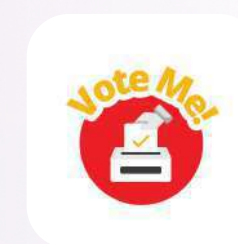
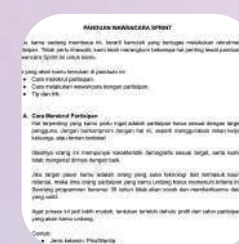
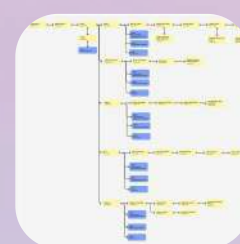
Motion Interaction

Links

[IOS Apps](#)

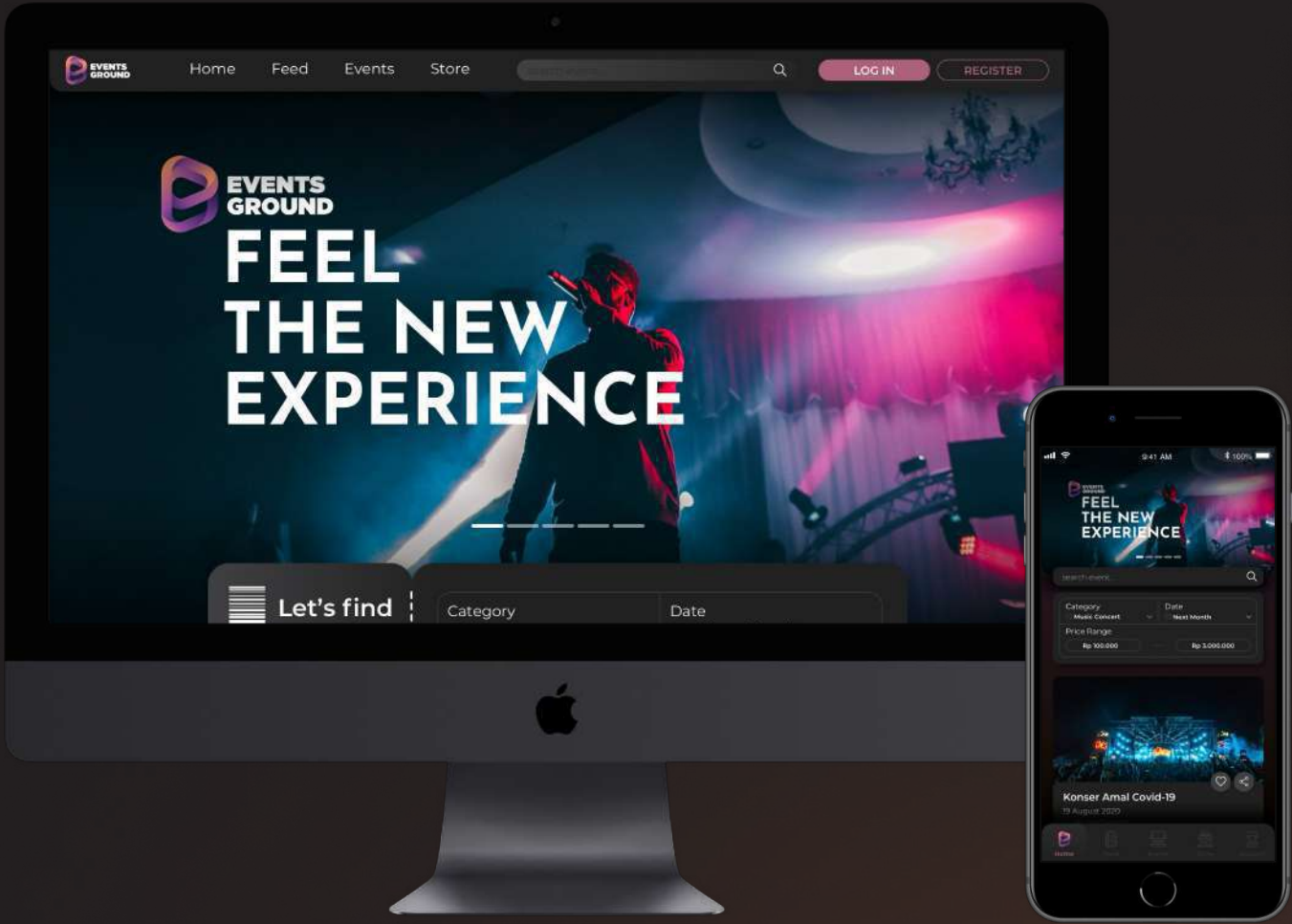
[Android Apps](#)

[Website](#)



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OTHER WORKS📁 - UI/UX



EVENTS GROUND Live Music Apps

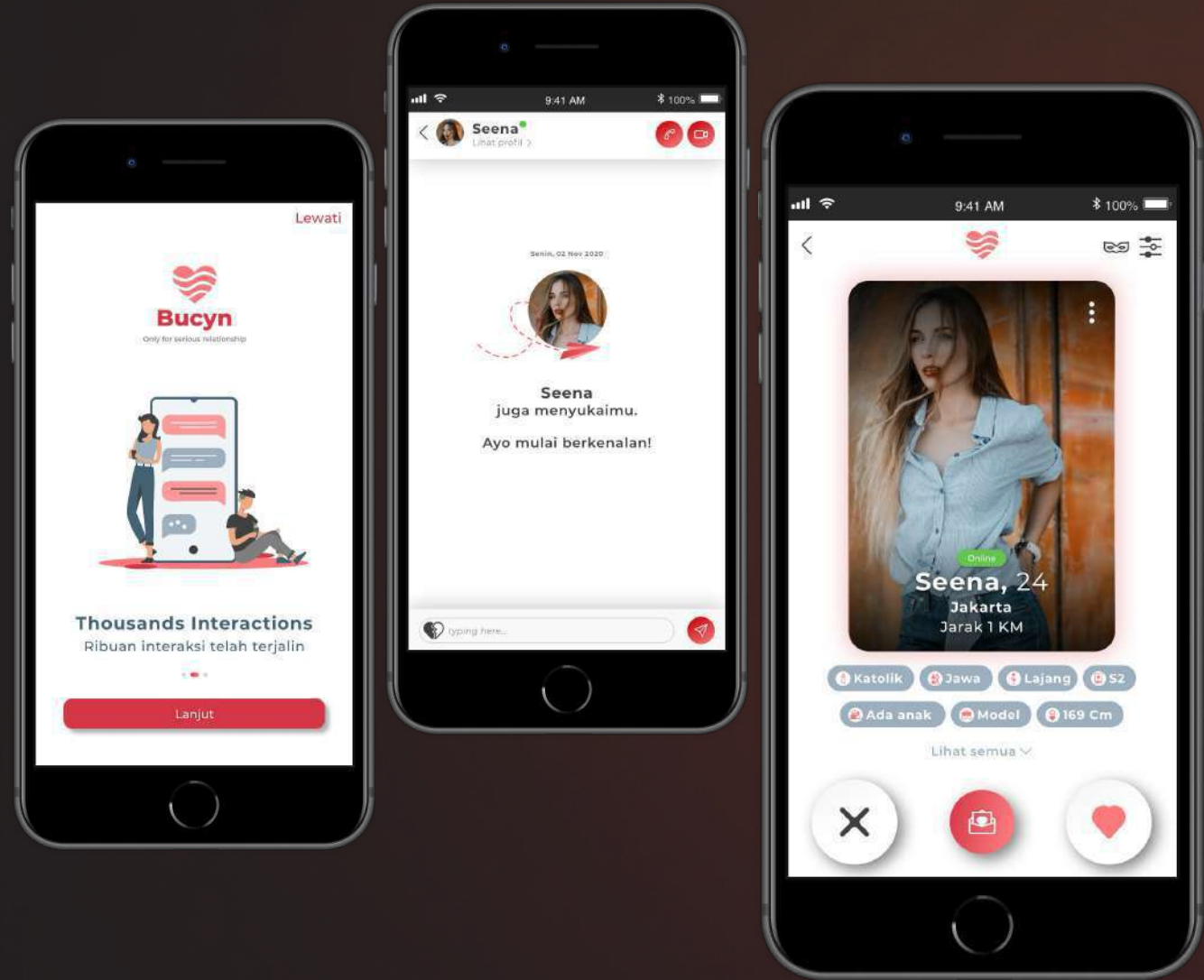


Eventsground was created to help music creators, event organizers, and audiences easily enjoy live performances and interact through the app or website during the COVID-19 pandemic.

- Client (Year)**Events Grounds (2021)
- Projects**Concert Ticketing, Concert Streaming, & Merchandising Store
- Platform**Mobile Apps (IOS & Android), Mobile Web & Desktop Web
- Users**Concert Audience, Event Organizer & Artist
- Impact**Reigniting the passion for live events disrupted by the COVID-19 pandemic, enabling them to thrive again as normal.

Experiences From These Projects

- User/Stakeholder Interview
- Wireframe
- Design System
- Lo-Hi Fidelity
- Prototype
- Competitor Analysis
- Illustration



BUCYN Dating Apps

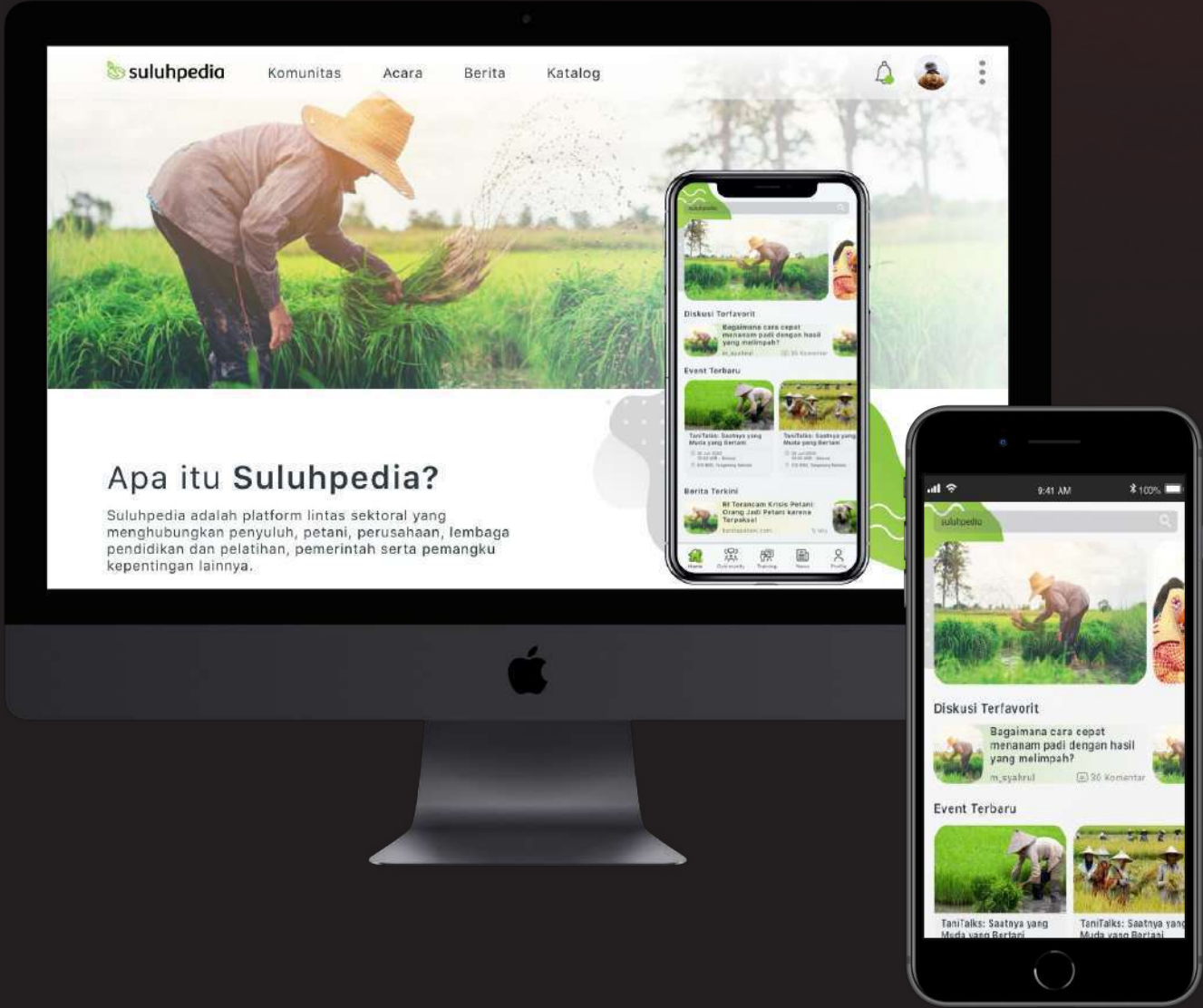


Bucyn was created to facilitate meaningful, culture respecting relationships, tailored for Indonesia people in a modern app environment.

- Client (Year)**Bucyn (2021)
- Projects**Online Dating
- Platform**Mobile Apps (IOS & Android)
- Users**People With Single Status Or Wants To Make New Friends
- Impact**Bucyn's product design fosters trust and inclusivity through privacy features and modest visuals, blending modern usability with cultural values. This thoughtful design enhances user confidence, engagement, and match success, positioning Bucyn as Indonesia's leading dating platform for meaningful connections.

Experiences From These Projects

- User/Stakeholder Interview
- Wireframe
- Design System
- Lo-Hi Fidelity
- Prototype
- Competitor Analysis
- Illustration
- Card Shorting



SULUHPEDIA Forum & News Portal

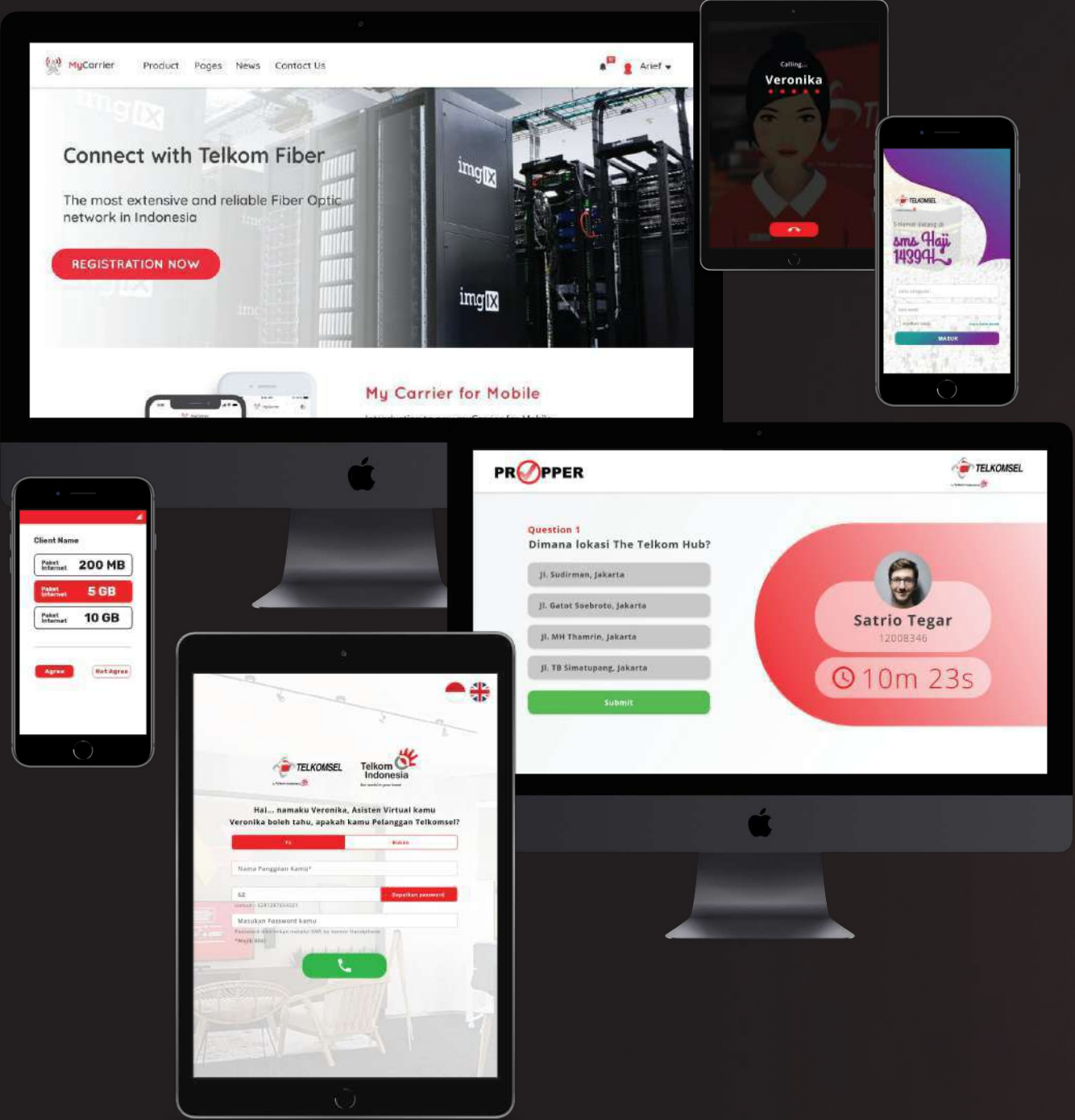


Suluhpedia aims to empower farmers and agricultural communities through a digital platform for knowledge sharing, market insights, and news in digital ways.

- Client (Year)**Suluhpedia (2020)
- Projects**Agricultural News Portal & Forum
- Platform**Mobile Apps (IOS & Android), Mobile Web & Desktop Web
- Users**Farmers
- Impact**Its user centered design fosters collaboration and trust, simplifying access to reliable agricultural information. By connecting farmers, experts, and innovations, Suluhpedia drives engagement and supports the digital transformation of Indonesia's agriculture sector.

Experiences From These Projects

- User/Stakeholder Interview
- Wireframe
- Design System
- Lo-Hi Fidelity
- Prototype
- Competitor Analysis
- Illustration
- Card Shorting



TELKOMSEL & TELKOM Products



Created to support the operations and activities within the Telkom and Telkomsel ecosystem, providing an integrated digital platform that enhances coordination, efficiency, and productivity across teams and services.

- Client (Year)**Telkomsel & Telkom (2018)
- Projects**Customer Service Social Media Dashboard, CS Dasboard Test, SMS Hajj, IKnow Telkomsel, Video Call Grapari, Agent Anywhere, My Carrier & Etc
- Platform**Mobile Apps (IOS & Android), Mobile Web & Desktop Web
- Users**Customer Service, Telkomsel Customer & Telkom Client
- Impact**It helps streamline and accelerate employee performance, especially for those directly interacting with customers. Through simplified workflows and connected tools, the product improves service delivery speed, consistency, and customer satisfaction ultimately strengthening the overall digital experience within the Telkom ecosystem.

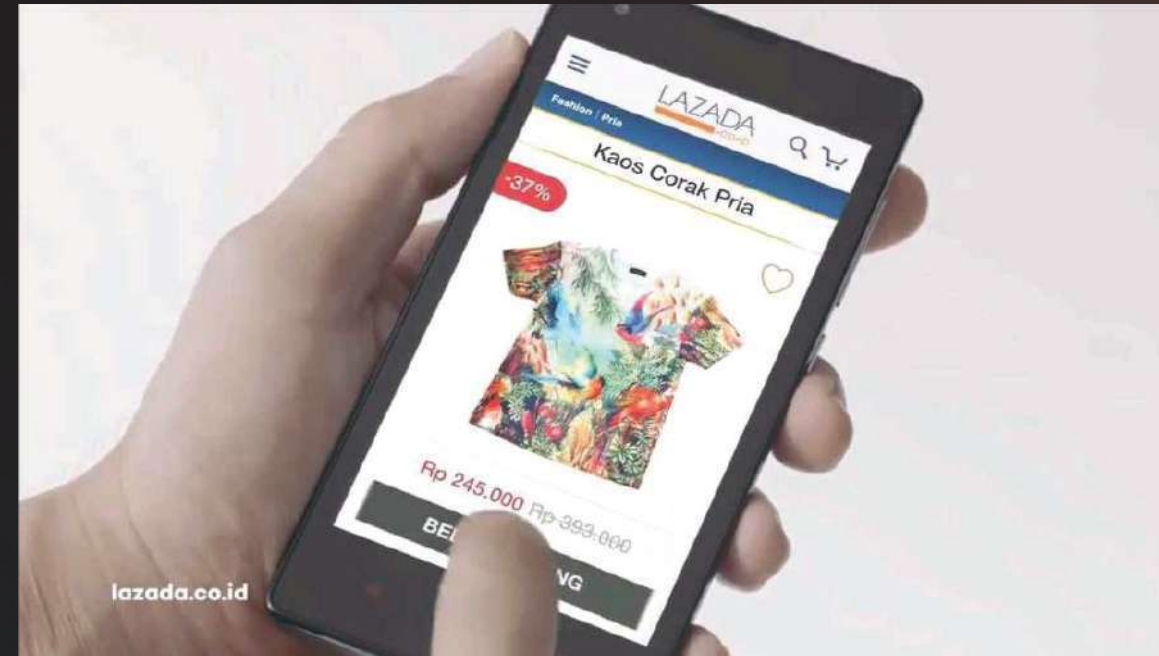
Experiences From These Projects

- User/Stakeholder Interview
- Wireframe
- Design System
- Lo-Hi Fidelity
- Prototype
- Competitor Analysis
- Illustration
- Card Shorting

OTHER PROJECTS - PHOTOS



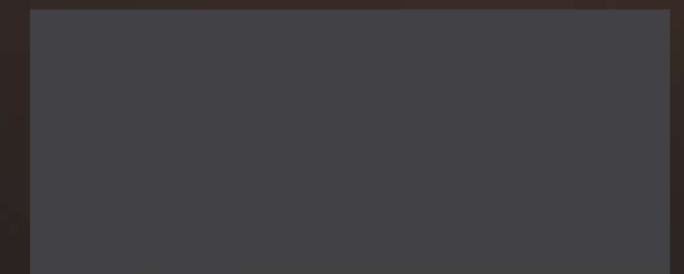
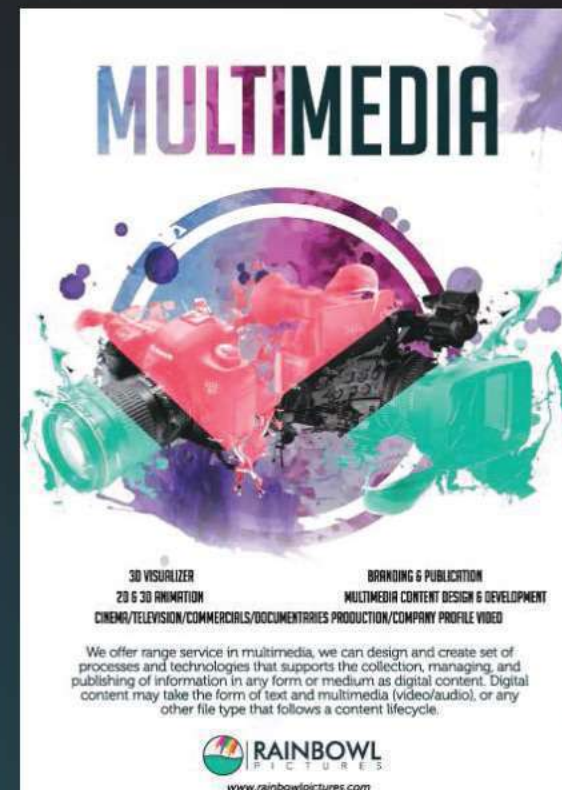
OTHER PROJECTS – VIDEOS



VIDEO SOURCES : [LINK 1](#) [LINK 2](#) [LINK 3](#) [LINK 4](#) [LINK 5](#) [LINK 6](#)

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OTHER PROJECTS - GRAPHICS



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OTHER PROJECTS 🖨️ - LOGOS

◀RE▲SINEMA▲

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What do you think about me? 🤔

LET'S GET IN TOUCH WITH ME!

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