

Clarissa Adeline K

Product/ UI/UX Designer



Design with intention, not intuition.
Purpose-driven solutions through
transformative process.

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Work Experience

INA Digital Edu * Lead Designer

Previously Govtech Edu

2023 - Now | Jakarta, Indonesia

As Design Manager, I lead design strategy across both student and teacher platforms serving Indonesia's education ecosystem.

In 2025, I spearheaded the 0-to-1 development of Ruang Murid, a student platform reaching 587 million+ users across PAUD-SMA, managing cross-functional teams (product, engineering, content, data, marketing) and the design department. The platform launched in May 2025 with 2,400+ learning resources, practice exercises, and a content contribution CMS, supported by 1,000+ videos and 700+ interactive modules, built through user-centric, data-informed collaboration with Kemendikdasmen.

Previously (2023-2024), I managed design for teacher empowerment platforms including Ruang Kolaborasi Merdeka Mengajar and CMS for Static Content, supporting educators in enhancing competencies and contributing to the education ecosystem while driving strategic alignment across three platforms and six products.

Govtech Edu * Senior Product Designer

2022 - 2023 | Jakarta, Indonesia

Led product and content discovery for Merdeka Mengajar platform serving Indonesia's educators:

- Redesigned homepage navigation, achieving +34.5% CTR through context-driven personalization
- Improved toolkit discovery and contribution flows aligned with curriculum standards
- Collaborated with ministry stakeholders and cross-functional teams for user-centered solutions
- Enhanced resource accessibility and professional development support nationwide

Wunderman Thompson * UX Designer

2019 - 2022 | Jakarta, Indonesia

As a UX designer in the CX team, I focused on human-centered design, conducting research, testing concepts, and leading projects from evaluation to prototyping. My work across industries like FMCG, banking, and automotive enhanced creativity, collaboration, and mentoring junior designers.

Wunderman * Senior Interactive Designer

2017 - 2019 | Jakarta, Indonesia

Under the creative director, I designed IMC campaigns (TVC and social content) and developed strategies for digital activations. I also led the design of product images and SIS templates for FMCG E-commerce campaigns across ASEAN.

Education

Swinburne University of Technology

2014 - 2017 | Bachelor of Arts, Graphic Design

Swinburne DVC Academic Excellence Award, 2016.

Skills

Product Strategy Stakeholder management • Cross-functional team leadership • Design facilitation • Scoping and feasibility check • Strategic planning for product opportunity • End-to-end collaborative plan for product launch (socialization & marketing communication)

Design & Discovery User flows and journey mapping • Concepting and wireframes • Site map • Prototype • Style guides • Plan and moderate user interviews • Usability test • A/B test • Multi-disciplinary heuristic evaluation • Affinity mapping

Technical Figma/Jam/Make • Miro • Adobe Suites (Illustrator, Photoshop, After Effect, Premiere) • Vercel/V0 • Cursor

Certification & Volunteering

WWF Malaysia

2016 | Certificate of Appreciation

Given after finishing a university project in collaboration with WWF by designing a packaging to protect endangered wildlife.

Our Daily Bread Ministries

2015 | Graphic Design Volunteer

Designing the typographical message, banners and posters for non-profit religious organization in Jakarta.