JEFFREY KO

Product Designer · UX/UI · Front-end

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PROFILE

Product designer with a Master of IT and a background as Product Owner at Bank Central Asia, Indonesia's largest private bank. I run projects end to end, from user interviews and problem framing through to high-fidelity prototypes, and build the front-end myself — so what I hand engineering is already proven buildable.

SELECTED WORK

Self-initiated projects · full case studies at jeffreyko.com

iDriver — Newspaper delivery app, redesign 2026

- Cut login-to-route from four steps to two by removing a per-login compliance gate and rebuilding the flow around the delivery run rather than the menu.
- Put map and list side by side, with package counts, delivered status and proof-of-delivery tied to each individual stop.
- Drivers who tested the prototype understood the flow from the first screen and could review the previous day's run before leaving the depot.

Revo Fitness — Gym member app, redesign 2026

- Ran five user interviews that surfaced the core pain point, members not knowing what their plan included, then restructured navigation across four high-fidelity screens so membership information sits one tap from home.

Port Jeffrey — Interactive 3D portfolio, designed and coded 2025

- Designed and built an explorable 3D island in Three.js and React where every project is labelled in the scene, so visitors know what they are looking at without opening a menu.
- Built the supporting visual system: layout, hierarchy, and light and dark display modes. Live at portjeffrey.vercel.app.

Sigma — Spend-decision app concept 2026

- Moved the spending decision from the monthly review to the moment of payment: every phone payment pauses for one tap to approve or reject, priced in hours worked and goals delayed.

Peter Parking — Universal parking payment app concept 2026

- Reframed a fragmented street-parking market, where every operator demands its own app, around one account that pays anywhere — one consistent flow to find, start and extend a session.

EXPERIENCE

Delivery Driver & Warehouse Roles — National Distribution Service, Koko Black and Toll, Melbourne 2023 – present

Product Owner — Bank Central Asia Jan – Apr 2022

- Managed the backlog and feature priorities for digital banking products used by millions of customers, including a portal and a data-monetisation project.
- Translated between design, engineering and business daily, aligning feature decisions with customer needs, technical constraints and commercial goals.

Software Engineer Intern — Apple Developer Academy @ UC Feb – Nov 2021

- Product Manager and iOS developer for Readdy, a team app that lets people with dyslexia scan text and read it more easily.
- Ran user research and ideation with Challenge Based Learning, turning problem framing into prototypes aligned to Apple's Human Interface Guidelines.
- Designed, built and tested iOS features in SwiftUI, contributing to feature planning and usability improvements.

SKILLS

Design: Wireframing, rapid prototyping, user flows, journey mapping, design systems, visual hierarchy, responsive web design, accessibility (WCAG)

Research: User interviews, usability testing, competitive analysis

Tools: Figma, Cursor, Adobe Creative Cloud, Affinity, Git

Front-end: React, Next.js, TypeScript, Tailwind CSS, Three.js, SwiftUI

EDUCATION & CERTIFICATIONS

Master of Information Technology — Kaplan Business School, Melbourne 2025 – 2026

Bachelor of Information Technology — University of Ciputra, Surabaya 2015 – 2019

Google UX Design Certificate · Microsoft UX Design Certificate