

JEFFREY KOSASIH

UX/UI Designer · Product Design · Web Design

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Full work rights (student visa) · Eligible for Temporary Graduate (485) visa on graduation, 2026

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SUMMARY

UX/UI designer who speaks the language of developers and product managers — a Computer Science graduate and former digital-banking Product Owner who now designs end to end, from user interviews and problem framing to high-fidelity prototypes and production-ready front-end code. Focused on accessible, responsive interfaces that balance user needs, business goals, and technical feasibility.

SKILLS

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

Research: User interviews, usability testing, personas, problem framing, competitive analysis

Tools: Figma, Adobe Creative Cloud, Affinity

Development: TypeScript, JavaScript, React, Tailwind CSS, SwiftUI, AI-assisted workflows (Claude Code)

SELECTED PROJECTS

Revo Fitness — Mobile App Redesign

2026

- Conducted 5 user interviews that surfaced the core pain point — members couldn't tell what their plan included — and reframed the project around plan visibility.
- Restructured navigation and built a consistent visual system across 4 high-fidelity mockups, so key membership information is visible within one tap of the home screen.

Port Jeffrey — Interactive 3D Portfolio

2025

- Designed and coded an explorable 3D island in Three.js and React that turns a set of IT projects into a space you can wander through.
- Built a 3D-inspired visual design system with clear layout structure and hierarchy, including light and dark display modes.

Rooted — Habit-Building App Concept

2026

- Designed a habit app around a calm plant metaphor — habits worth keeping grow, habits worth breaking get uprooted — turning progress into a glanceable garden.
- Defined user flows and high-fidelity screens for habit creation, daily check-ins, and progress review, prioritising low-friction everyday use.

Peter Parking — Universal Parking Payment App

2026

- Mapped the fragmented street-parking landscape where every operator demands its own app, and framed the problem around one account that pays anywhere.
- Designed a single consistent flow for finding, starting, and extending a parking session across every operator.

Full case studies and more projects at jeffreyko.com

RELEVANT EXPERIENCE

UX/UI Designer — Independent Projects

Melbourne · 2025–present

- Designing and shipping end-to-end case studies — user research through high-fidelity prototype and front-end code — published at jeffreyko.com.

Product Owner — Bank Central Asia

2021

- Defined product vision, roadmap, and feature priorities for digital banking products serving millions of customers, including portal and data-monetisation initiatives.
- Translated between design, engineering, and business units daily — aligning feature decisions with customer needs, technical constraints, and business goals.

Product Manager & Software Engineer — Readdy

2020–2021

- Designed, built, and tested iOS features in SwiftUI, contributing to feature planning and usability improvements across the product.

Software Engineer Intern — Apple Developer Academy @ UC

2020–2021

- Ran user research and ideation with Challenge Based Learning, turning problem framing into low-fidelity sketches and high-fidelity prototypes aligned to Apple's Human Interface Guidelines.

EDUCATION & CERTIFICATIONS

Master of Information Technology — Kaplan Business School

2025–2026 · Melbourne

Bachelor of Information Technology — University of Ciputra

2015–2019 · Surabaya

Google UX Design Certificate · Microsoft UX Design Certificate · Apple Developer Academy