



Kuswanto

Creative UI Developer and Designer with 10+ years of experience crafting user-centric digital experiences. Expert in translating strategic briefs into compelling campaign assets, including responsive landing pages and dynamic email newsletters. Dedicated to creating intuitive and on-brand interactions that drive engagement, from open-source applications to complex marketing campaigns.

PROFESSIONAL EXPERIENCE

GRAIN GROUP • Digital Marketing Designer • Aug 2025 - Present

- Designed and built compelling landing pages and website assets for both the company and its diverse client base.
- Created and executed email marketing campaigns, from initial design concept to scheduling and deployment in Klaviyo.
- Managed the end-to-end campaign workflow, ensuring brand consistency and timely delivery across all digital touchpoints.
- Interpreted creative briefs and brand guidelines to produce cohesive campaign materials for landing pages, email, and web assets.

SAGEN AI • UI and UX Designer & Art/Design Team Lead • Apr 2023 - Jun 2024

- Translated complex business objectives into intuitive mobile and web interfaces, prioritizing accessibility and ease of use for end users.
- Created comprehensive Figma design systems and documentation that reduced implementation errors and saved significant engineering hours during front-end development.
- Partnered with Product Managers to define project requirements, ensuring that every design iteration balanced technical feasibility with high-fidelity visual standards.
- Built rapid UI/UX prototypes on product vision before development, preventing costly mid-sprint design changes.
- Architected the end-to-end pipeline for integrating Live2D interactive avatars into Unity, establishing QA protocols that ensured 100% asset compatibility and reduced implementation friction for the engineering team.

Good Boy Studios • Creative Director • Jan 2019 - Apr 2023

- Engineered a cross-platform UI framework for Android and iOS, cutting design production time by establishing a library of "pixel-perfect" reusable components using Design System in Figma.
- Oversaw the end-to-end creative lifecycle for a multi-disciplinary team, optimizing task distribution to ensure 100% on-time delivery across concurrent projects.
- Authored and enforced comprehensive style guides and visual protocols, ensuring a unified brand identity across the entire studio portfolio.
- Bridged the gap between creative and technical teams by implementing standardized handoff workflows, which minimized visual misalignment during the development phase. Proven ability to develop and implement creative solution to complex problems.
- Directed the integration of motion assets into mobile UIs, enhancing user engagement and providing clear visual cues during critical user journeys.

Petshopbox Studio • Co Founder & Creative Director • 2011 - Oct 2019

- Designed scalable operational frameworks that enabled sustainable business growth while maintaining creative integrity and client-centric workflows.
- Translated market intelligence into actionable strategic direction through systematic competitive analysis and trend identification for agile decision-making.
- Established robust foundational processes for talent acquisition, client onboarding, and project execution that ensured consistent quality and rapid iteration.
- Developed targeted marketing strategies and relationship-focused outreach to deepen client engagement and expand strategic partnerships in competitive markets.
- Built high-performing teams through tailored training systems that aligned individual capabilities with project objectives and creative output standards.

Slide Inc. • Lead Game Asset Artist • Mar 2009 - Mar 2011

- Managed 10+ game artists to deliver hundreds of high-fidelity static and animated assets for Slide Inc's Facebook Games, reducing production delays by following standardized Flash workflows.
- Ensured 100% compliance with Slide Inc technical specs during QA.

Handipoints • Lead Game Asset Artist • Jan 2006 - Mar 2009

- Collaborated with 3+ developers to align Flash assets with technical specs.
- Produced hundreds high-fidelity game assets (characters, environments, icons, and UI elements) using Adobe Flash, reducing production through streamlined asset workflows.

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SKILLS

- Product Design
- Visual Design
- Design Thinking
- Illustration
- Responsive Design
- Project management expertise
- Rapid UI/UX Prototyping
- Agile/Scrum
- User Flows
- Wireframing
- Motion Graphics & Video Editing

SOFTWARES

- Figma
- Sketch App
- Adobe Creative Cloud
- Affinity
- DaVinci Resolve
- Office Suites
- Jitter

EDUCATION

Padjajaran University

Faculty of Biology | 1997

Pursued studies in design and illustration before transitioning to full-time work experience in the industry.

PERSONAL PORTFOLIO

<https://wantowork.craft.me/portfolio>

SOCIAL MEDIA

<https://threads.com/ncus>

<https://x.com/kuswanto>