Marvel Hariadi

Product Designer | Published HCI Researcher | Data-Informed UX Across Enterprise, Public, & Consumer Spaces | Based in Vancouver, Canada | Open to Relocation

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Work Experience

Founding UX & Visual Designer – BangPanty Lingerie
Sep 2025 - Present

Led the design and launch of the flagship e-commerce platform, driving brand traffic from 0 to **8.4K+** visits by refining interaction patterns based on early usage data

Defined the **end-to-end design system,** creating a cohesive brand image across all digital and physical brand touch points

User Experience Researcher – UBC Computer Science
Jan 2025 – Sep 2025

Published an HCI research paper on distraction-blocker use among neurodivergent students, synthesizing findings from 27 interviews and 350+ survey responses to inform **accessible** UX design

Secured **$6K** in research funding and led inductive thematic analysis using NVivo 14, translating qualitative insights into **5** actionable design implications

Managed the full research lifecycle of recruitment, fraud screening, scheduling, and compensation

Product Designer Intern – UBC Faculty of Medicine
Sep 2023 – Apr 2024

Designed & implemented user flows, wireframes in Unity, creating VR emergency room simulation interactions with 3D Blender assets that improved medical students' diagnostic accuracy by 21%

Designed & shipped an ECG diagnosis simulation tool in Figma and Oracle Apex, reducing workflow friction for **300+** medical students.

Conducted **sentiment analysis** of 200+ survey responses and mapped user journeys from 18 interviews, informing curriculum redesign for **1,490+** clinical residents

Product Designer Intern – Dilucidar
May 2023 – Sep 2023

Designed an **interactive scrollytelling** experience for the United Nations Office of Human Rights (UN OHCHR), highlighting technological impacts on human rights in **10** Southeast Asian countries

Ensured compliance with UN CMS standards and optimized performance for low-bandwidth, high-latency **regional contexts;** recognized by UN staff for delivering a visually compelling UI

AI Data & Linguistics Consultant Intern – Appen
Apr 2021 - Aug 2021

Captured and annotated **1,500+** street-level imagery in Jakarta, training computer vision algorithms

Enhanced low-resource AI translation accuracy by 38% via translating English–Indonesian texts

Projects

Microvan Virtual Auctions – Senior Designer (Client Project)
Case Study

Designed an **end-to-end** online auction platform for Filipino enterprise MicroVan, facilitating **4K+** vehicle transactions annually through secure digital and offline payment flows.

Designed auction system and a **business analytics dashboard** used for ongoing sales tracking; mentored **2** junior designers

Scrapp – Best User Research at UX Laurier Design-A-Thon
Case Study

Designed an AI-powered digital scrapbooking app to encourage deeper social connections by generating weekly themed scrapbooks from communally-uploaded photos

Led a team of 3 designers in user research, garnering 104 respondents across 8 countries; performed affinity mapping, pain point synthesis, and competitive analysis to inform feature design

Education

University of British Columbia – B.Com Business & Computer Science
2025

Awards: Dean's List, Palantir Future Scholarship of North America, Tasktop Technologies Award in Computer Science, OUTtv Award in Commerce, International Community Achievement Award

Skills & Tools

UX/UI, Wireframing, Prototyping, Usability Testing, Interaction Design, User Research, Visual Design, Service Design, Mix-Methods Research, Relational Database Management, Sentiment Analysis

Figma, Adobe Creative Suite, Unity (VR/AR), Webflow, GitHub, Python, HTML & CSS, JavaScript, React.js & Redux, SQL, MongoDB, Node.js, Docker, C#