

# Jofiane Tirza Koesnadi

Digital Product Designer

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Portfolio: [www.jofiane.nl](http://www.jofiane.nl)

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## Professional Experiences

### Product Designer

Textkernel / Bullhorn

Mar 2024 - Feb 2025 | Amsterdam, The Netherlands

- Redesigned and unified Textkernel's Design System and UX to ensure consistency across multiple core products. Played a key role in design, documentation, developer handoff, and implementation feedback.
- Led the design of the AI & LLM-based Recruitment Agent Builder on Jobot's team, creating an AI-driven solution to address legacy product challenges. Designed a more seamless, user-friendly experience, informed by user interviews on key pain points and usability needs.
- Designed multiple features and UX improvements to modernize Textkernel's outdated UI, aligning it with its market-leading position in the recruiting industry.
- Conducted monthly user testing and interviews, including discovery, assumption validation, and usability testing to inform product decisions.
- Created clickable prototypes essential for client communication and user testing, ensuring clear feedback loops and data-driven refinements.

### UX / UI Lead Designer

NiceDay Nederland

July 2022 - Jan 2024 | Rotterdam, The Netherlands

- Redesigned NiceDay web app and mobile app UI, prioritizing scalable design system, user friendliness, and accessibility for the end users: clients with mental health complaints and non tech-savvy therapists.
- Averaged a 20% usage increase of the product's main features in a year with new features and a UI redesign.
- Increased number of unique visitors, free trial, and demo requests by 200% within 2 months of release with new design of NiceDay's main website.
- Responsible for interactive visual design as a multidisciplinary designer: assets for marketing & commercial such as animations and illustrations.
- Led and executed continuous discovery: user research, problem and solution mapping, quick prototyping, user testing, and assumption testing – to keep up with users' evolving needs and mitigate risks.
- Initiated learning & sharing environment, and guided growing designers preparing them for future responsibilities.
- Designed for Explainable AI (XAI) as part of a government-funded research AI project in mental healthcare.

### Digital Product Designer & Pitch Deck Design Lead

OWOW Agency

Dec 2020 - June 2022 | Eindhoven, The Netherlands

- Prepared & implemented design system and prototyping multiple website, web app, and mobile app projects.
- Co-designed UX/UI, wrote parts of content & designed visual material for Pitchy Academy, and QA testing for Pitchy Webapp.
- Led, maintained communication with the clients, and designed 100+ pitch decks, investor decks, and one pagers for startups and corporations.
- Responsible for visuals and social media posts of Paint the Future 2021, a digital global campaign by AkzoNobel.
- Bug testing and QA design review for various digital products.

### Digital Designer (Internship)

Red Factory Oct 2020 - Dec 2020 | Den Haag, The Netherlands

### Digital Designer (Internship)

OWOW Agency Feb 2020 - Jun 2020 | Eindhoven, The Netherlands

## Technical Skills

### Design

Passionate about simplicity and consistency in design to ensure coherence and ease of code.

User research & interview  
Problem & solution space mapping  
Interactive prototyping  
Design systems  
Privacy by design

Usability test and A/B testing  
User testing & assumption testing  
Video editing and animation  
Requirement creation

### Tools

Main Tools



Figma



After Effects



Illustrator

Comfortable with Keynote, PowerPoint, Adobe Photoshop, Xd, Premiere, InDesign, Sketch, Jira, Confluence, Miro, HTML, CSS.

### Personal Skills

Adaptable to fast changing environments & design types, organized, solution & detail-oriented, curious, focused, helpful, observant.

### Languages

Native Indonesian, Working professional English, Intermediate Dutch.

## Volunteer Experiences

### Organizer

Netherlands Pen Club | 2023 - present | Benelux & Online

Organized monthly in-person meetups across the Netherlands, averaging 20 attendees per event. Built and maintained an active online community of 150+ members, with 50+ weekly active participants.

### Organizing Committee

Cayden's Ascension | Dec 2022, 2023, 2024 | Online (Worldwide)

Led event organization, administration, community maintenance, and event execution. Raising over USD 5000 for charity. Averaging 400 total attendees, 125 online sessions completed each event

### Department Head

PaizoCon | May 2022, 2023, 2024 | Online (Worldwide)

The biggest tabletop Role-Playing Game (RPG) convention by Paizo Inc with over 900 attendees. Oversaw the Play by Post department, consisting of over 25 volunteer Game Masters and over 200 attendees.

## Education

### Creative Media and Game Technologies

Saxion University of Applied Sciences, Enschede, The Netherlands

2019 - 2020 | Graduated Cum Laude

### Visual Communication Design

Petra Christian University, Surabaya, Indonesia

2016 - 2020 | Graduated Cum Laude (GPA: 3.74/4.0)

## Reference

**Ben Wallis**, Former Group Product Manager of Textkernel

[Linkedin](#)

**Merel Scheffers**, Former Head of Product of NiceDay Nederland

[Linkedin](#)