Jofiane Koesnadi

A product designer with 5 years of experience across regulated industries, including SaaS AI-driven HR/recruitment and mental healthcare software, focused on building clear and functional products that meet both users and business goals.

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Portfolio: **www.jofiane.nl**

Experiences

Product Designer – Textkernel / Bullhorn, Amsterdam
Mar 2024 - Feb 2025 – AI-powered HR & recruitment software company

- Redesigned and unified Textkernel's Design System and UX to ensure consistency across four 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 Joboti'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- Designed multiple features and UX improvements to modernize Textkernel's outdated UI, aligning it with its market-leading position in the recruiting industry.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 Design Lead – NiceDay Nederland, Rotterdam
July 2022 - Jan 2024 – mental healthcare software company

- 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 mentored growing designers which inspired similar initiatives across multiple departments.
- 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, Eindhoven
Dec 2020 - June 2022 – digital design agency

- 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, Den Haag
Oct 2020 - Dec 2020

Digital Designer Internship – OWOW Agency, Eindhoven
Feb 2020 - Jun 2020

Skills

Design expertise

User research & interview
Usability test and A/B testing
User testing & assumption testing

User interface design
Interactive prototyping
Scalable design system
Privacy by design

Video editing and animation
Problem & solution space mapping
Technical documentation

Design

- Figma, Sketch
- Maze, Usertesting.com
- Adobe After Effects, Premiere
- Adobe Illustrator, Photoshop
- Keynote, PowerPoint
- Webflow

Programming

- Python
- Javascript
- SQL
- HTML
- CSS

Languages

English, Intermediate Dutch (B1)

Education

BSc. in Creative Media and Game Technologies
Hogeschool Saxion, Enschede
2019 - 2020 | Cum Laude

Bachelors of Design, Visual Communication Design
Petra Christian University, Indonesia
2016 - 2020 | Cum Laude (GPA: 3.74/4)

Courses and Certifications

HarvardX CS50's Introduction to Computer Science
2025