Reyner Soendojo

Lead Product Designer, AI Products and Design Systems

Indonesia (GMT+7) · Remote as contractor or via EoR, or relocation · Available 1 month after offer ·
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SUMMARY

Design lead for AI products and design systems, with 8+ years in product design. At Cata, I lead design for the platform behind 20 restaurant and retail brands, including Guzman y Gomez, and built a design system that people and AI tools both build from, so a product manager can prototype a feature in 3 hours.

Before Cata, I tripled food-order conversion on Cinema XXI's M.tix, an app used by more than 4 million people, and reworked Bukalapak's TikTok Shop integration for Smartseller, which beat its GMV forecast 30 times.

EXPERIENCE

Cata · Design Lead

Singapore HQ, remote from Indonesia · June 2025–Present · Joined as Senior Product Designer, promoted to Design Lead in August 2025

- Lead design for the white-label platform behind **20 restaurant and retail brand apps**, including Guzman y Gomez, across the brand apps, the merchant back office and the AI assistant, with a designer on my team and about 12 engineers.
- Built Cata's design system in code as one set of rules for people and AI tools, with automated checks that catch inconsistencies before release. A product manager now prototypes a feature in **3 hours**, a tailored sales deck takes **1 hour instead of 2 to 4 days**, and a new brand theme takes **about 2 days instead of 2 weeks**.
- Designed Ask Cata, an AI assistant that completes operational tasks for merchants and asks permission before acting. Prototyped three approaches for the CEO and recommended an agent-first Home, now in build.
- Simplified the merchant back office: consolidated customer details from seven tabs into one panel and made list pages consistent across the product. **Live for merchants.**

FINNS Bali · Product Design Consultant

Bali · Contract · January–March 2025

- Worked with marketing and leadership to design a performance dashboard that brings campaign results into one place, making it easier to review marketing performance.

Cinema XXI · Senior Digital Product Designer

Jakarta · June 2023–October 2024

- **Tripled m.food's food-order conversion, from 5% to 15%,** according to Cinema XXI's data team, by redesigning the journey from ticket booking to food purchase.
- Redesigned m.tix, Cinema XXI's nationwide cinema-booking app used by **more than 4 million people** during my time there, with agency Sixty Two in 2023, then continued product improvements in-house.
- Sole product designer: owned product design decisions and the M.tix design system, worked alongside product management and UX writing, and presented design work to senior stakeholders.

Bukalapak · Product Designer

Jakarta · December 2021–June 2023

- Took over Smartseller's TikTok Shop integration when it was bug-prone and untracked, and reworked it into a consistent seller journey, aligned with the existing marketplace integrations and tracked throughout. It **beat its forecast GMV 30 times**, according to Bukalapak's product manager.
- Redesigned Smartseller's seller dashboard and tools for merchants managing multiple marketplaces.
- At Allofresh, redesigned search, product discovery, checkout, payment-on-delivery and loyalty experiences, and designed a stock-checking tool for warehouse teams.
- Mentored product designers across product teams.

Jayjay Digital Career School · Product Design Mentor

Remote · 2022–2023

- Co-created a product design course and mentored early-career designers entering the field.

Telkomsigma · UX Designer

Jakarta · August 2018–December 2021

- Designed enterprise software and internal platforms for large clients, working with senior stakeholders to translate complex business requirements into practical digital experiences.

Earlier Career · Art Direction & Visual Design

2012–2018

- Matari Advertising Agency · Art Director
- PC Gamer and T3 magazines · Art Director / Visual Designer

SKILLS

- **Design leadership:** Design direction, mentoring, stakeholder alignment, cross-functional collaboration.
- **Design systems:** Reusable components, design tokens, governance, accessibility and design quality.
- **Product design:** B2B SaaS, merchant operations, e-commerce, consumer apps, self-service kiosks and AI assistants.
- **AI-assisted design and development:** Claude Code, Claude Design, AI-assisted prototyping and shared design context.
- **Technical skills:** React, Tailwind CSS, shadcn/ui, Git and GitHub.
- **Tools:** Figma, Miro, Jira and Confluence.
- **Languages:** Indonesian (native), English (professional working proficiency).

EDUCATION

Universitas Pelita Harapan

- Master of Management, Digital Marketing · Cum laude
- Bachelor of Arts · Cum laude

SPEAKING

- Speaker, Product Design Festival by UXINDO (2025)
- Product Design Speaker, Arkavida 8.0, ITB Informatics and IT Festival (2023)
- Speaker, UX Design Foundations, Produktifkuy