

Melvin Dinata

Digital Product Designer

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Perpetually curious about people.

Experience

Product Designer, carsales.com.au

Sep 2022 - Present | Full-time | Melbourne, AU

Defining and leading the development of innovative solutions for carsales products, enhancing the car selling experience of millions of customers.

- **Collaboratively uplifting the entire customer-facing and back-end product ecosystem** for private sellers and dealers.
- Sole designer previously responsible for **up-keeping the design and experience of carsales' non-auto sites** (bikesales, boatsales, etc.)
- **Shared product and design expertise** to provide recommendations to various partners and teams across the business.

Product Designer, RefLIVE

Feb 2022 - Sep 2022 | Contract | Melbourne, AU

Shipping new front-end features and improving existing systems for *Trophie*, a responsive web app that automates **sports clubs management**.

- **Directed the end-to-end design** for *Sponsorship*, a CMS feature that allows sports clubs to manage and publish their custom e-commerce sites.
- **Refined existing product IA and user flows** for *Onboarding and Subscriptions*, improving user retention and new user conversions.

UX/UI Designer, Avocado DAO

Nov 2021 - Jan 2022 | Contract | Melbourne, AU

Owned and delivered the design outcomes for one of Oceania's largest blockchain community's landing page & web tokenomics dashboard.

- **Guided the design direction** and developed **custom UI assets**, from wireframes to **high fidelity interactions**.
- **Collaborated directly with POs, PMs and developers** to scope, define, and deliver design outcomes over launch stages.

UX Designer, Keyvision

Jan 2020 - Nov 2021 | Full-time | Melbourne, AU

Responsible for the day-to-day UX operations of a **SaaS prop-tech** company's core product offering '*Kindred*' (responsive web dashboard and native mobile app), within an **Agile workflow**.

- Conducted extensive **user research** to define user requirements.
- Managed numerous **cross-discipline workshops** to compile **research findings and communicate design intentions** across teams.
- Directed new product features delivery **from ideation to handover**.

Education

General Assembly

Melbourne, 2020

User Experience Design Immersive

University of Melbourne

Melbourne, 2017-2019

B.DES - Architecture (Dean's scholar)

Specialisation - Design Visualisation

Skills

design

Wireframing, Rapid Prototyping, Responsive design, Design Systems, Visual Design, Interaction Design, Illustration, Animation, Agile & lean UX

research

User Research, Usability Testing, Customer Journey Mapping, Personas, Storyboarding, Affinity Diagrams, Workshopping, Information Architecture

toolkit

Figma, Adobe XD, Sketch, Webflow, Adobe CC (Illustrator, Photoshop, Indesign), Procreate, Basic HTML & CSS, Unreal Engine (VR), Pen+paper

Honours & Awards

carsales hacks: AWS Choice Award

carsales x AWS, 2022

Editor's Pick for Best Design Portfolio

Bestfolios, 2022

Dean's Scholar List

University of Melbourne, 2017-'19