Stephen Dharmadi

Multidisciplinary Product Designer

Bring strategic solutions into delightful designs and experiences to achieve business success.

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Experience

Automattic

Senior Product Designer, WooCommerce · Remote · (Aug 2022 - Oct 2023)

Improved payment solutions, payment partnerships, and checkout experience on **WooCommerce**, a popular e-commerce plugin for **WordPress**.

- Designed the centralized payment button guidelines for a high-quality buyer experience across WooCommerce stores. Achieved better consistency in implementing payment buttons from third-party payment providers and reduced the churn rate of merchants disabling multiple payment buttons by 54%.
- Redesigned the log-in or sign-up flow to create a **native express checkout experience** with the new NUX flow to capture critical info from first-time buyers. It lowered the checkout abandonment to around 30%, crossed milestones of 3,000 enabled merchants and 760k brand impressions, doubled conversion, and had a 30% boost in adoption rate.
- Integrated **Buy Now Pay Later** payment options (Affirm, Afterpay) into WooPayments via Stripe and expanded availability to all supported global markets.

Shopify

Product Designer, Marketplace · Canada · (Feb 2021 - Apr 2022)

Designed the **Marketplace Kit** to create the most seamless experience for Partners (developer community) to build their unique marketplace on their platform with Shopify, empowering merchants to start, run, and grow their businesses by reducing the barriers to reaching buyers anywhere.

- Designed the end-to-end development experience and best practices for the developer community (partners) on **Shopify.dev** to build marketplaces on their platforms. **Increased 80% of development speed** for partners embedding commerce to their platform with Shopify.
- Established the Polaris for Channel, the prebuilt components for Shopify partners seamlessly building sales channel apps to connect with Shopify merchants. **Reduced 50% of company expenses** for partnership support by designing the self-guided documentation.
- Designed the information architecture of **the microsite** as the marketing entry point for the developer community to be Shopify partners. **Represented a 20% quarter-on-quarter increase** in merchants' sales revenue by onboarding more sales channels for Shopify merchants.

Product Designer, APAC · Singapore · (Aug 2020 - Feb 2021)

I led the design initiatives and worked closely with a local team representative to guide Shopify merchants in complying with the new tax regulations in Japan before the due date.

- The project successfully **guided 8,124 merchants** to display tax-inclusive prices, resulting in a **63.3% tax compliance rate**, representing a 136.2% increase.
- Maintained merchant satisfaction and perception of Shopify services in Japan, resulting in a **53.3% increase in new onboarded merchants** (from 11,094 to 17,006) in under a year.

Sea Limited

Product Designer, Labs · Singapore · (Nov 2017 - Apr 2020)

I led the mobile team in designing the **SeaTalk App** (iOS and Android platforms), conceptualized the business features with smart work tools, and established the design system for achieving a delightful and consistent experience.

- The platform was launched internally and **successfully facilitated more than 70% of the 30,000 employees across Southeast Asia (Shopee, Garena, SeaMoney).** As a result, they experienced vast improvements in communication, closer collaboration, and productivity.
- Launched a Beta version of smart work tools that streamline employee management for SMEs in Southeast Asia by replacing the conventional paperwork process.

Skills

Product and Business Strategy

Business goals · Problem solving · Cross-functional collaboration · Conception

User Experience Design

Design solutions · User journey mapping · Task analysis · User flows · Information architecture · Wireframes · Data visualization · UX Research

Rapid Prototype

A/B testing · Group critique · Usability Testing · Sketches · Figma · Iterative design process

User Interaction Design

Micro interaction · Motion design · After Effects

User Interface Design

High fidelity design · Figma · Sketch · Adobe Photoshop · Adobe Illustrator · Adobe XD

Iconography and Illustration

Icon design · Illustration · Visual design

Education

Bina Nusantara University

Bachelor's degree in Visual Communication Design, New Media
GPA 3.77/4.0 · (2013 - 2017) · Indonesia
Verified International Academic Qualifications Issued by World Education Services (WES)

Appreciations

Behance Appreciation Award

I was awarded a Behance appreciation medal as the Top 2 at Behance Portfolio Reviews Jakarta 2017.

Interaction Design for Screen: 100 Graphic Design Solutions

My design was featured in the book "Interactive Design for Screen" Design 360' Magazine ed, one of Asia's most influential design magazines.