

THE PLAYBOOK

HOW
BECOMES

THE
WHAT

WHY
Resonates

THE CREATIVE BUILDER

I make things that matter, work that is functional and beautiful at once. To me, being creative is not just about solving a problem. It has to be understood, and above all, it *has to move you*. And that kind of work always starts the same way, with the why.

This is how I have worked for nearly five years, building the creative side of an AI creative-technology company, growing from hands-on designer to leading creative direction, product, and growth. Most at home as a player-coach, setting the direction and keeping a hand on the work.

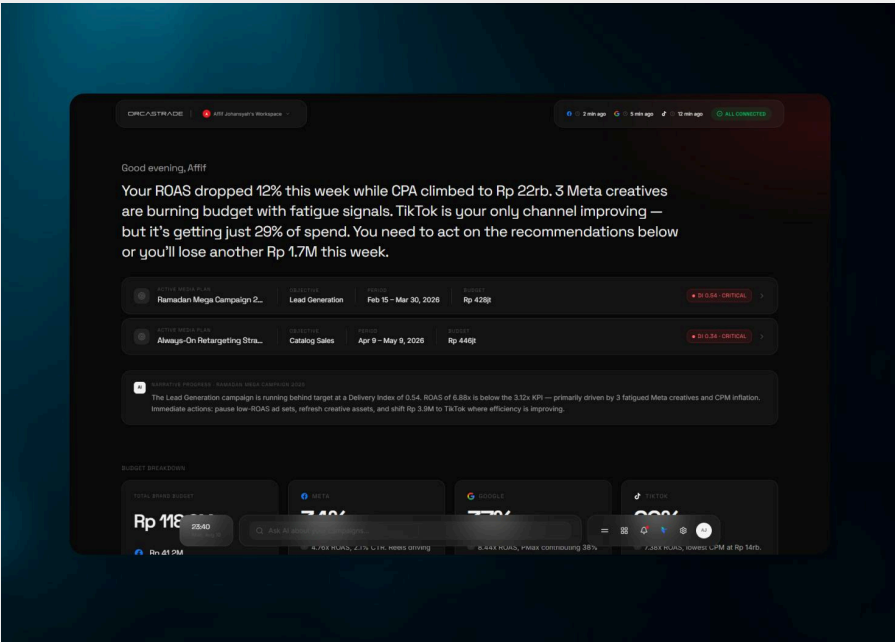
SELECTED WORK

No 0.01

Indonesia Stock Exchange

Rebuilding national data platform

@2025



No 0.02

Orcastrade

Reasoning, not templates

@2026

No 0.03

PLABS

Technology with a soul

@2024

No 0.04

Peace Generation, K-HUB

Research worth reading

@2024

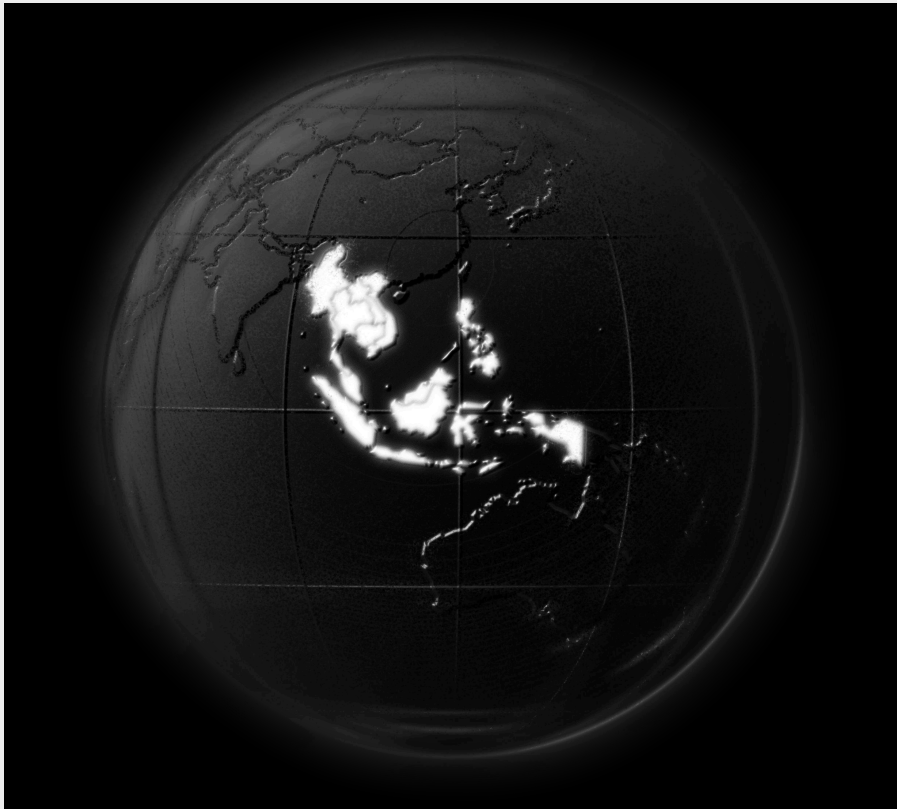


No 0.05

BNI Securities

Composure, made digital

@2022



No 0.07

Mahagaza

Love, in a notebook

@2021



No 0.06

Cretivox

Gen Z, amplified

@2024



@2025

Role

Product Design
User Experience & User Interface

Timeline

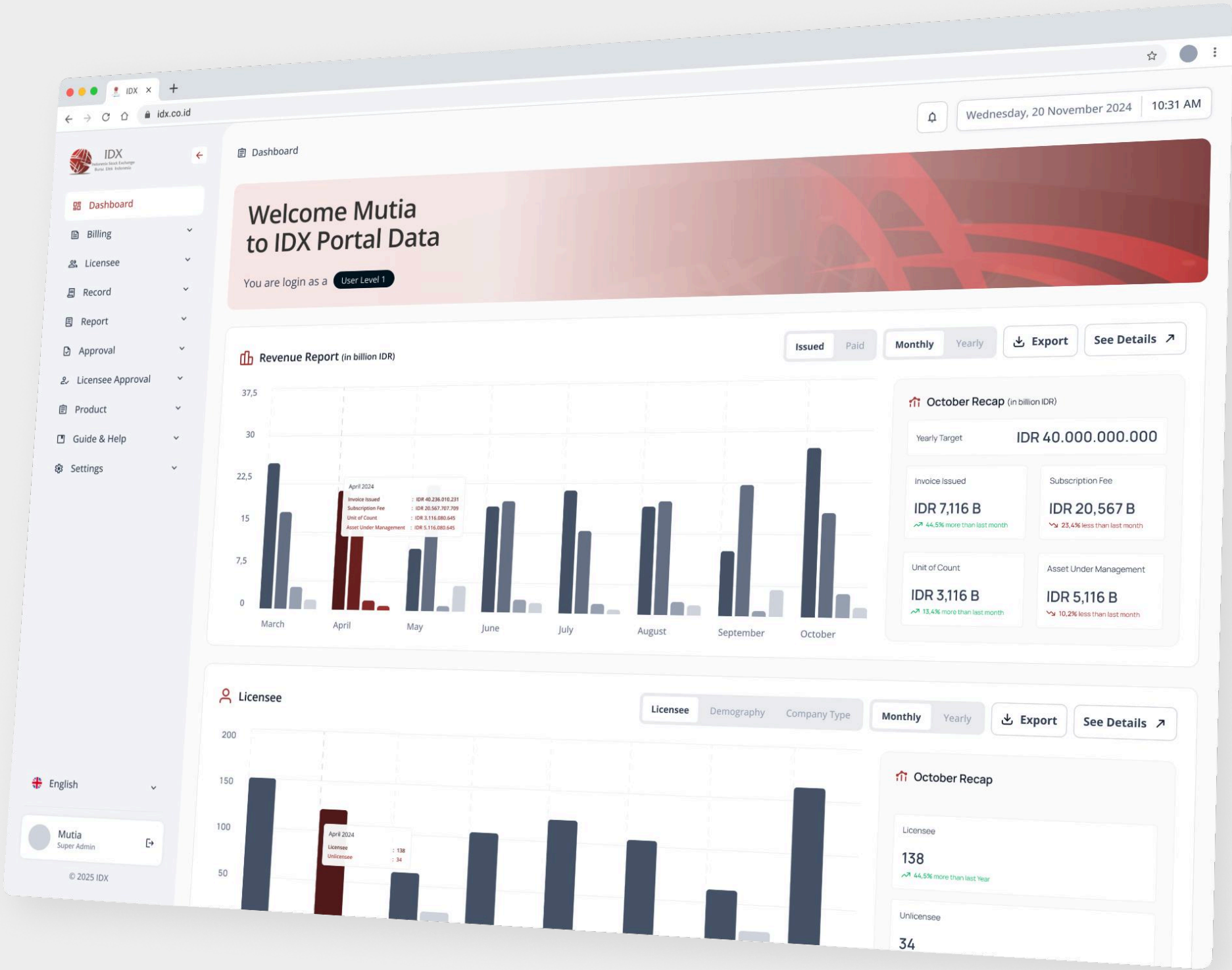
January to May 2025

Scope

Two connected applications

Indonesia Stock Exchange

Rebuild how Indonesia's stock exchange delivers its market data. Two applications, one system, and the handoffs that hold it together.



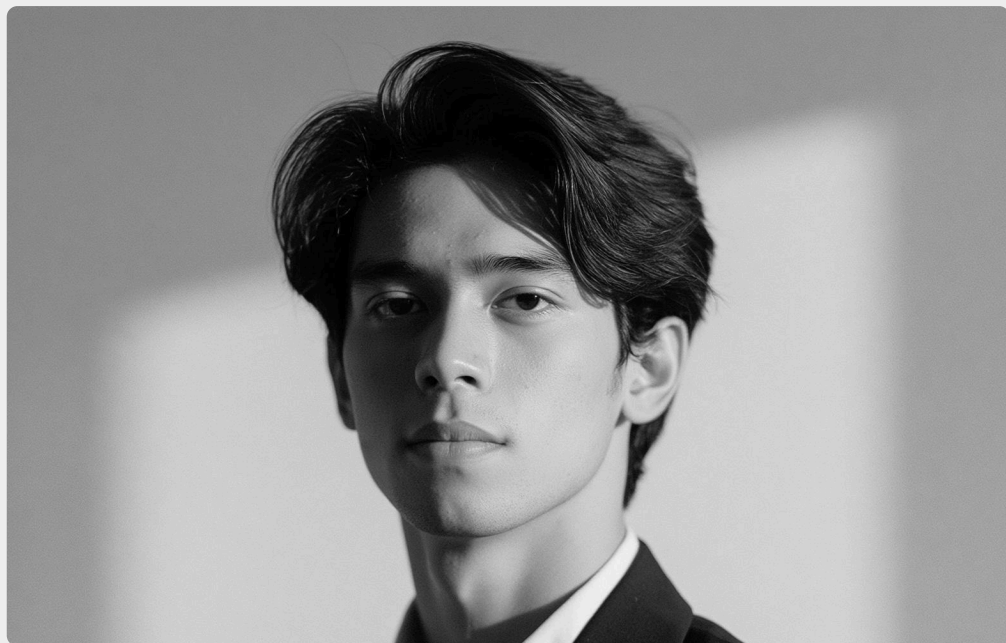
End to end. The user needs, the flow architecture, the full UI.

Context

The old system had grown fragmented. Inconsistent navigation, unclear errors, manual work, modules that did not speak to each other, inside a system a national exchange runs on. This was never a cosmetic fix. It was a full rebuild across two applications and three sets of people, without losing the rigor finance demands.

The People Behind

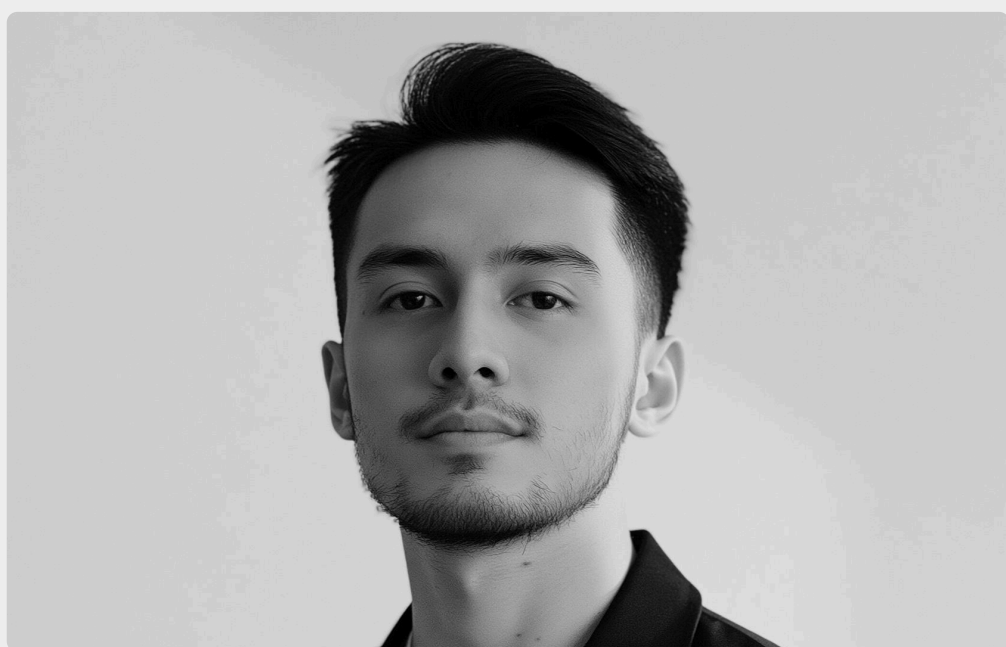
Three people run this system from the inside.



Budi enters and validates client records. He needs a flow that stops a bad submission before it becomes someone else's problem.



Mutia is an approver. She needs the queue to flag what is incomplete, before it reaches her.

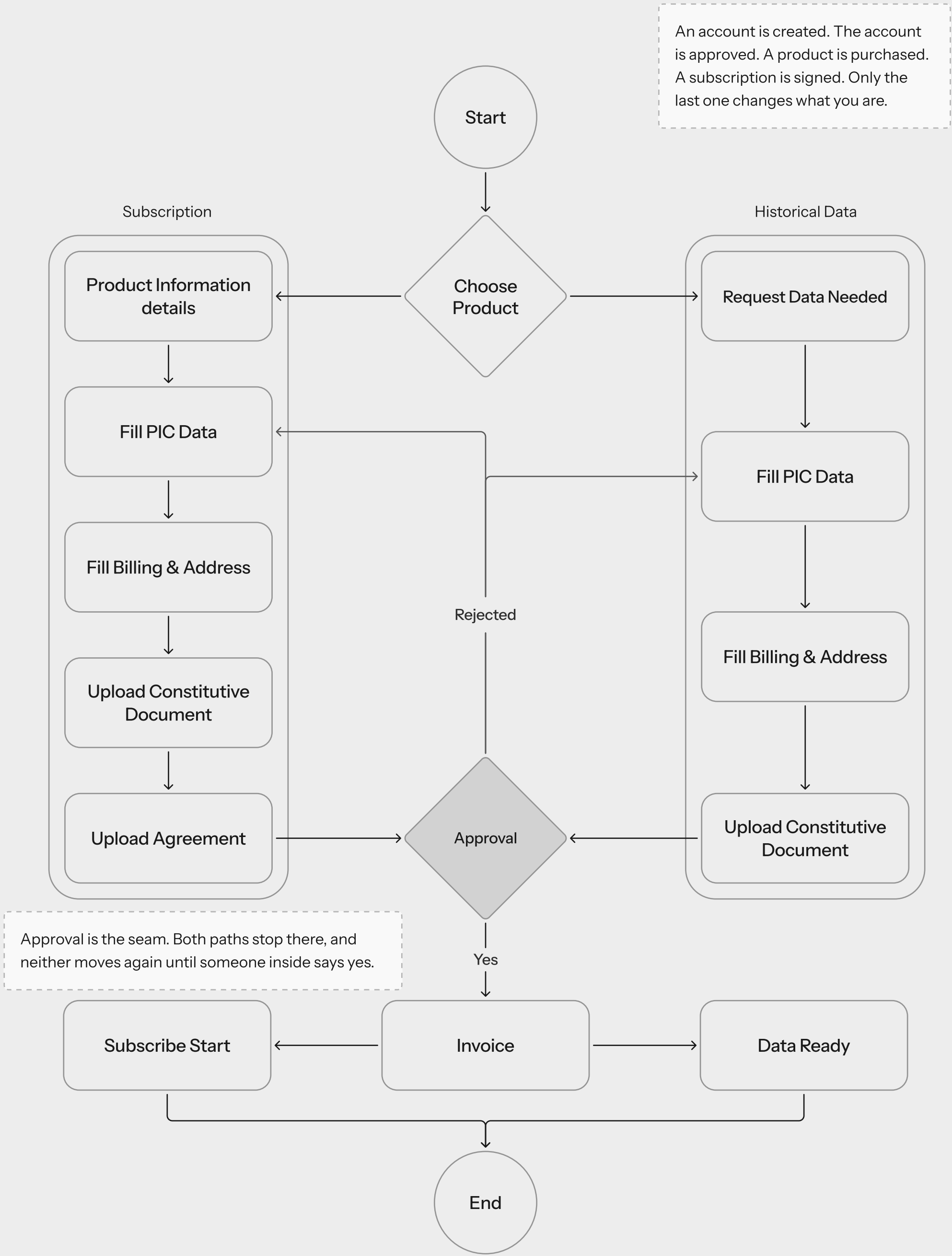


Dimas holds the keys. Roles, permissions, overrides. He needs to see the whole system at once.

Everything a client submits lands on one of these three desks. That is the constraint the design had to answer.

The Flows

Registering does not make you a licensee.
Neither does buying.

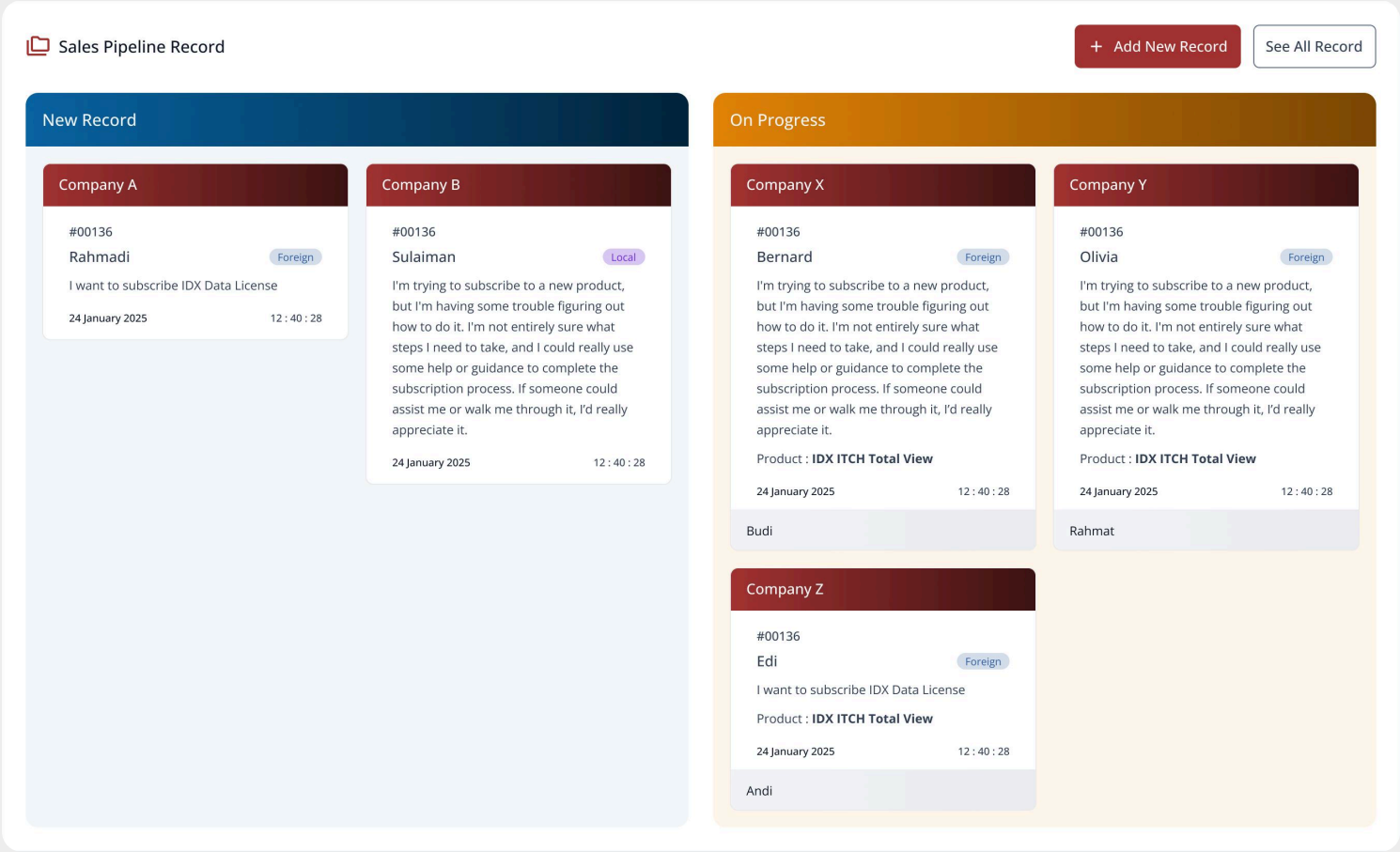


Two paths, and they are almost the same shape.
Same forms, same documents, same approval.
Only one extra step separates them.

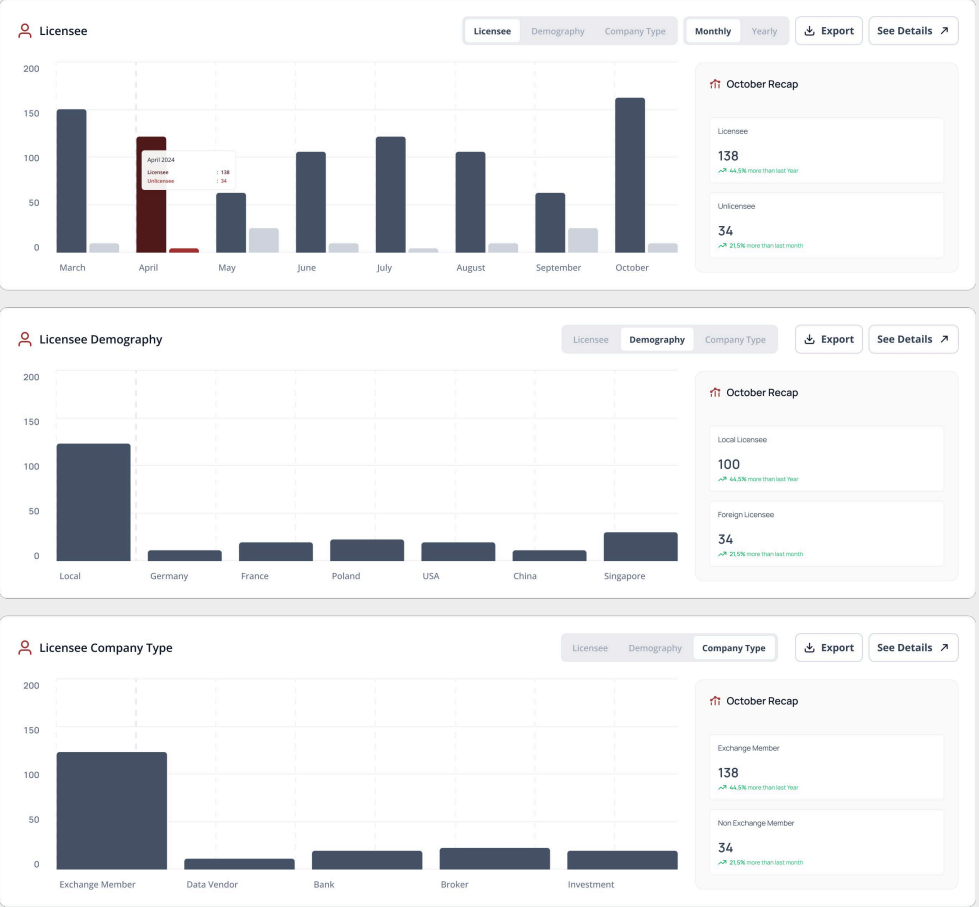
The Decisions

The rebuild had to start from people, not from what the system inherited. Two sides, one system. What a licensee submits becomes someone else's queue, so both sides had to be designed against the same moment.

Internal



Every request lands in a queue before it becomes anything. The pipeline sits on the admin's first screen, not behind a menu.



Approval is a workload problem, not only a data problem. The unit head sees the shape of the queue before opening a single record.

External

Product / Product Data / IDX ITCH Total View

Wednesday, 20 November 2024 10:31 AM

IDX Market Data

Display License

IDX ITCH Total View

Real-time price data direct from the trading engine with the lowest latency in delivery of market data.

Product Description

Subscribe

Data Provided

Product Fee

Data Provided

Trading Status

Derivative Contact Data

Equity Order

Stock Data

Index Data

Derivative Order

Broker Data

Suspend/Unsuspend Stock

Equity Trade

Tick Price & Volume Data

Suspend/Unsuspend Derivatives

Derivative Trade

GLIMPSE Snapshot

Download Product Sample Data

Product Fee

Foreign Company

Main Connection Fee

USD 17.700/month

Additional Connection Fee

USD 13.850/month

Additional Connection Fees apply for each extra connection added to your subscription.

Product Distribution Method : Direct & Indirect

Subscribe Now

Contact us if you have any questions

A licensee is committing to a monthly fee and a data contract. Everything that governs that commitment sits on one page, before the button.

Product / Product Data / IDX ITCH Total View / Subscribe

Wednesday, 20 November 2024 10:31 AM

Product Subscription

Done

1 from 5

In Progress

2 from 5

Not Started

3 from 5

Product Details

Order Summary

Agreement Letter & Approval

Order Summary

Billing Address

Rey

Create New Billing

No.

Product

Distribution Methods

Type

Price

Quantity

Total Price

1.

IDX ITCH Total View

Direct Connection

Main Connection

Rp 44.000.000

1

Rp 44.000.000

2.

IDX ITCH Total View

Direct Connection

Additional Connection

Rp 22.000.000

2

Rp 44.000.000

Subtotal

Rp 88.000.000

Security Deposit

Rp 176.000.000

PPN

Rp 26.400.000

Total

Rp 290.400.000

Payment Information

1. Security Deposit applies to all IDX Data products

2. The Security Deposit is 300% of the Subscription Fee

3. If the Licensee subscribes to more than one IDX Data product, the Security Deposit only applies to the product with the highest price

4. IDX provides 1 (one) month Free Trial after the Licensee subscribed to IDX Data product

Cancel

Submit

The last screen before signature. Distribution method, quantity, deposit, tax, total. Nothing revealed after the fact.

Testing It

Five scenarios, drawn from the work licensees actually do. Register and get approved. Subscribe to a market data feed. Activate an index license. Buy historical data once. Report usage and generate an invoice.

No.	Scenario	Main Objective
1	Registration & Secure Approval	Registration & upload document.
2	Subscribe Market Data Feed	Inquire, configure, e-sign agreement, activate feed.
3	Activate Index License	Request display license, pass extra approval, go live.
4	One-Time Historical Purchase	Select date range, e-sign, pay, download.
5	Self-Report Unit-of-Count	Enter usage, generate invoice.

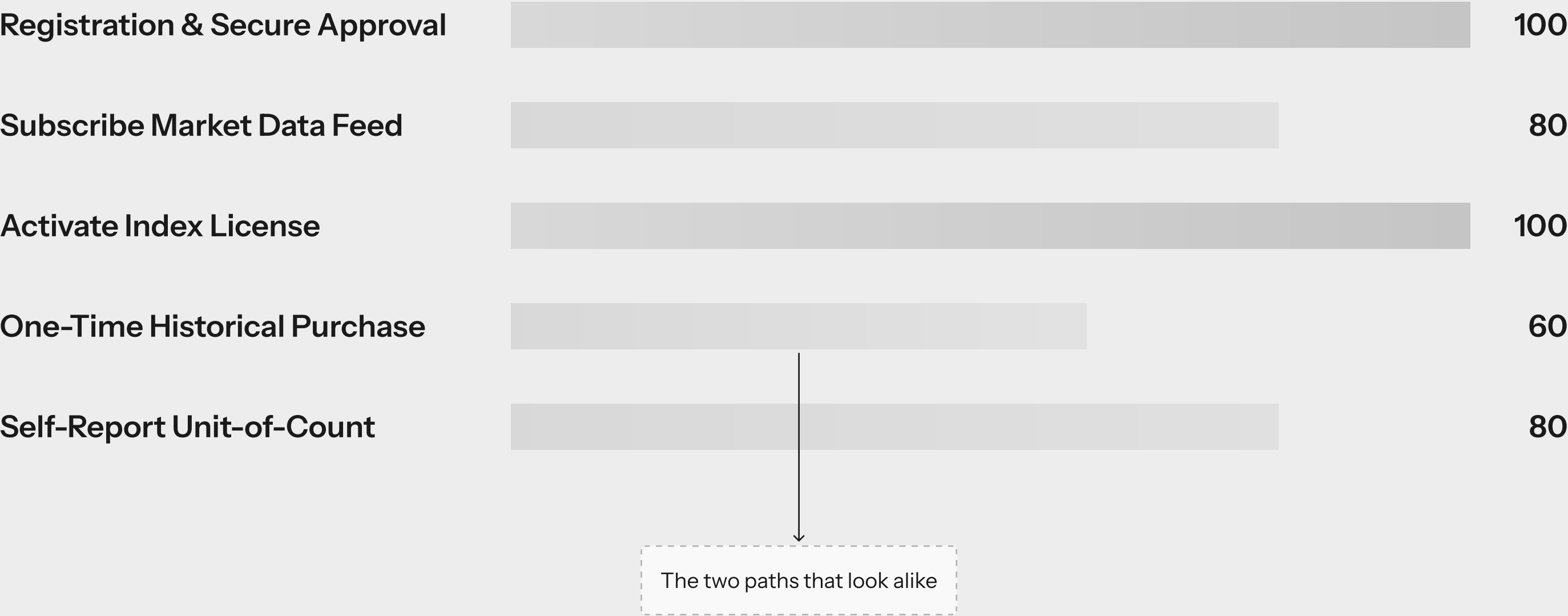
Sessions ran remotely, moderated, with the screen recorded. Each one opened with a warm-up, moved through the five scenarios, then closed with probes on what had just happened and a broader discussion. Same script every time, so the sessions could be compared rather than just collected.

I recorded four things. Whether the task was completed, how long it took, how the participant rated it afterwards, and what they said while they were stuck. The last one turned out to matter most.

What Broke

Overall success was 84 percent. That number hid the problem.

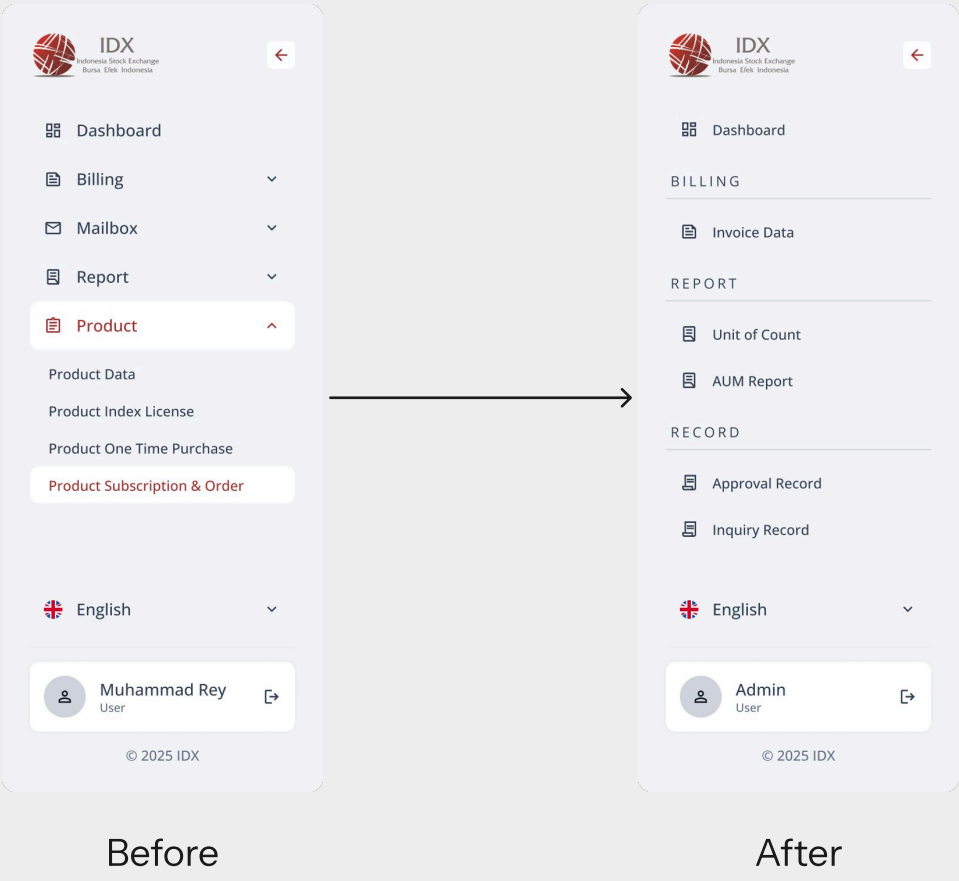
Historical Purchase sat at 60. One participant bought the wrong product entirely, a market data feed instead of historical data. Another could not find the module at all.



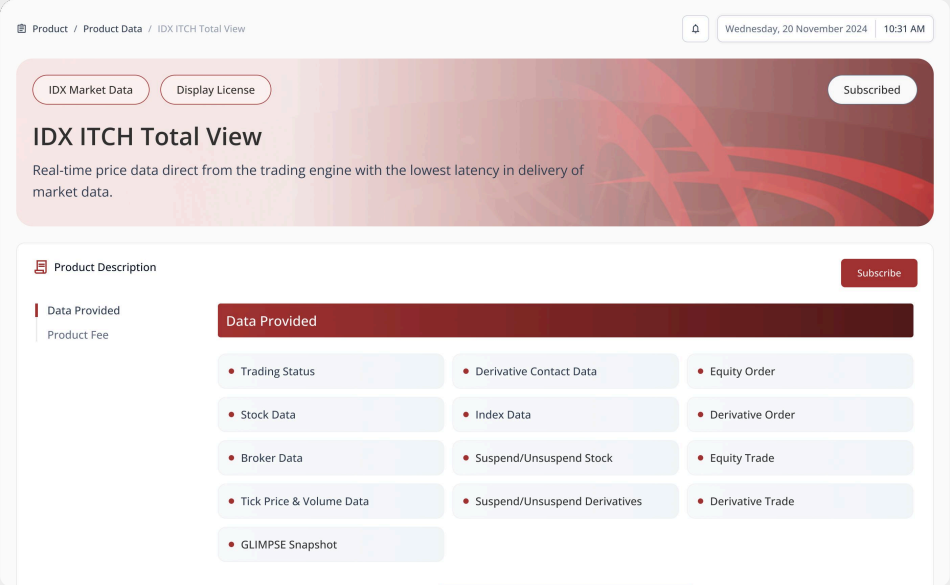
The failures clustered in two places. People could not tell the products apart. And they could not tell what state they were in.

What Changed

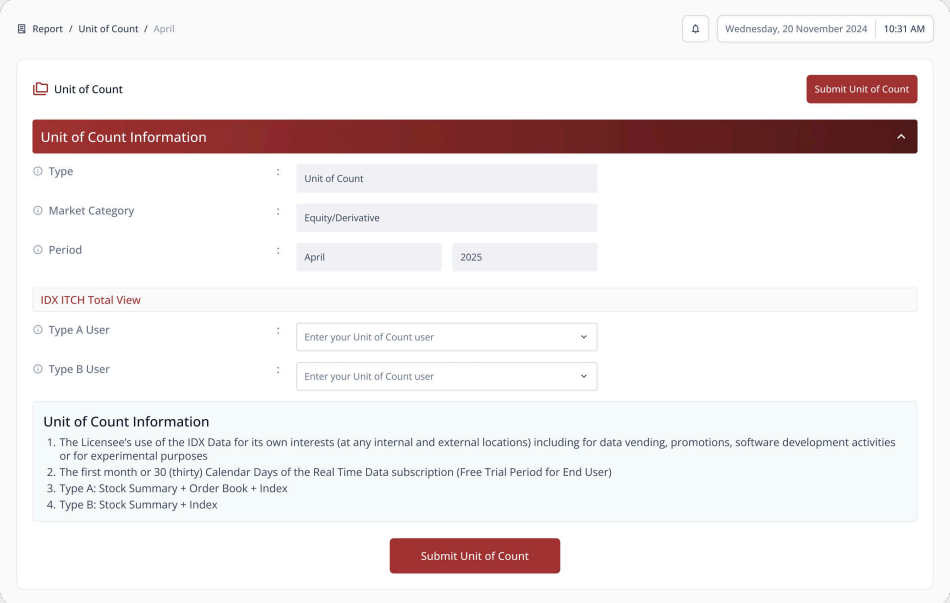
Four of five paused looking for the right module. The sidebar got section headers and collapsed groups, so the shape of the system is visible before you click.



Participants could not tell whether a subscription was pending or active. Status moved to the top of the product page, stated plainly.



Nobody knew what a fee covered. Prices got their unit back, and the terms that govern them sit beside the number.



None of this came from taste. Each change traces to a session I sat in.

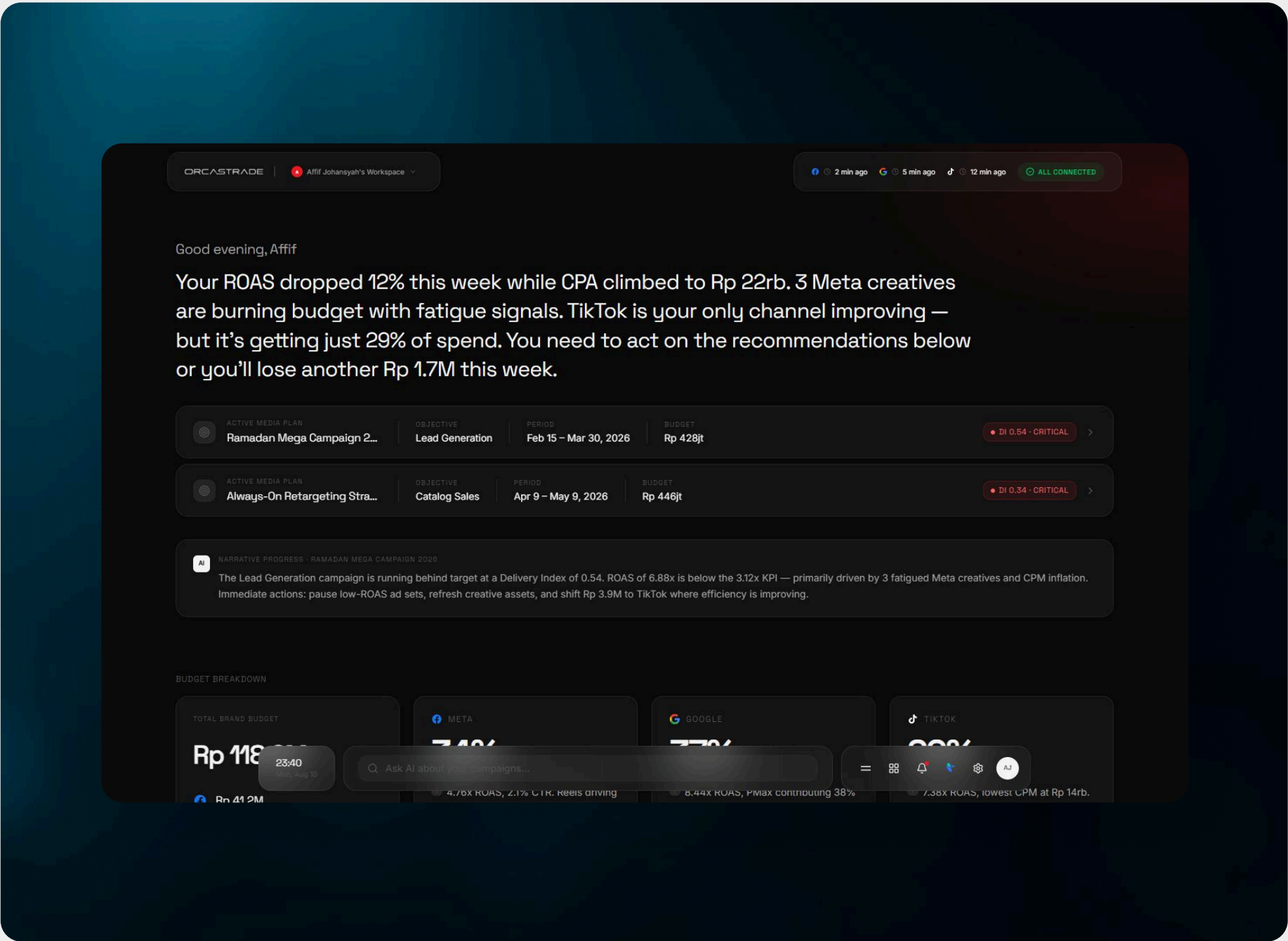
Outcome

The redesign cleared institutional review and enters development in 2027. The fixes that came out of testing went in first.

@2026	Role	Project Lead Product Design User Experience & User Interface
	Timeline	2026
	Scope	AI media planning platform
	Live Website	https://orcastrade.ai/

Orcastrade

An agency replaced by a system. The hard part was not making it plan.
It was making it admit what it does not know.



End to end. The planning flow, the reasoning behind it, and the interface both sit in.

Context

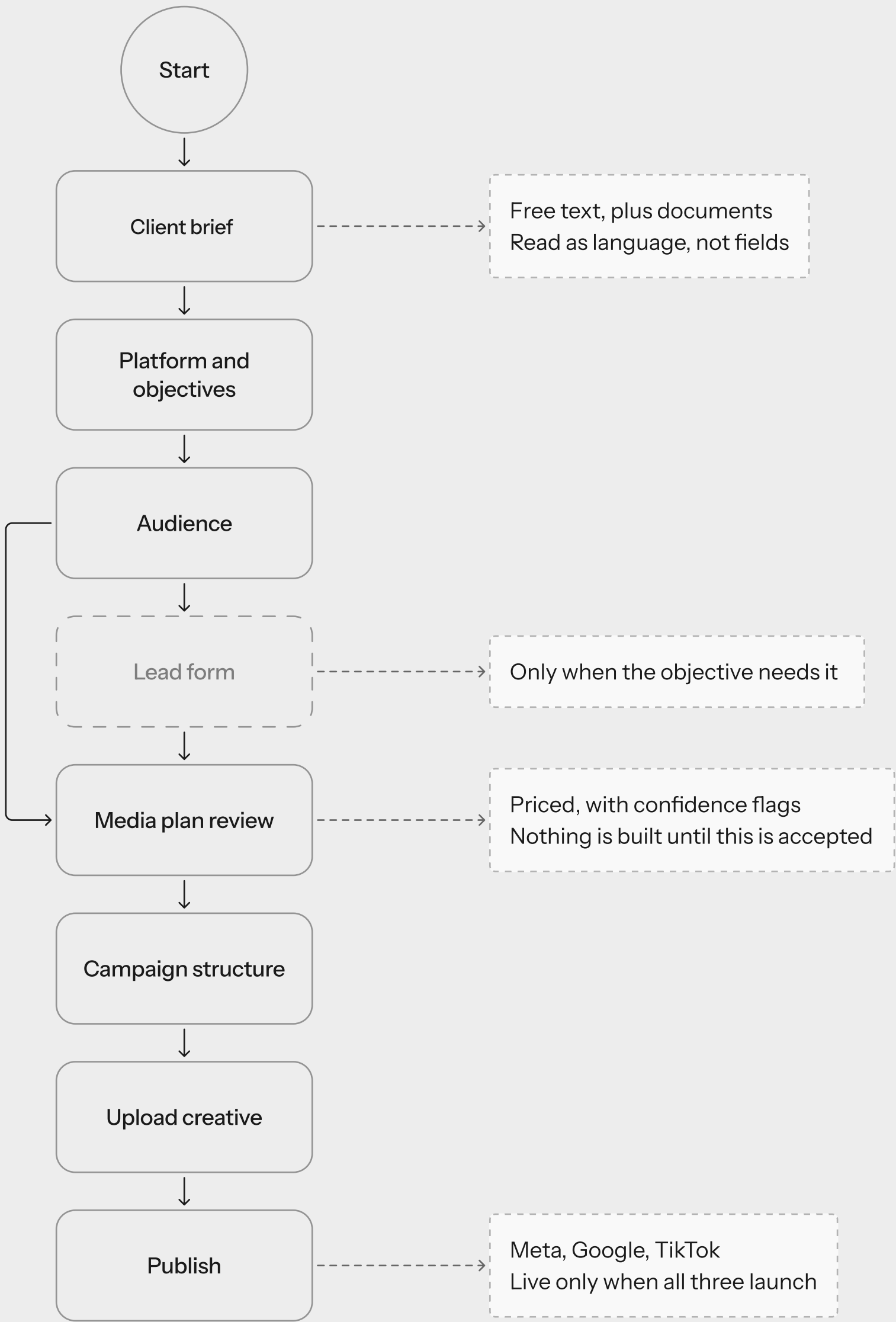
Running ads across Meta, Google, and TikTok means three sets of rules, three buying logics, three reporting formats. Most companies hand this to an agency, and accept the markup and the parts of the invoice nobody explains.

Orcastrade takes the agency out. It reads a brief, builds a plan, prices it, and publishes to all three platforms. Four kinds of user sit on top of it, from an SME owner checking between meetings to a CMO replacing a two hundred thousand dollar retainer.

The Wizard

A brief is not a form. It arrives as language, and the first thing the system has to do is decide what it actually means.

Seven steps, and each one closes off what the next is allowed to choose. Brief, then platforms and objectives, then audience, then the lead form if the objective demands one. Only then does a priced plan appear, and only after that does anything get built or published.



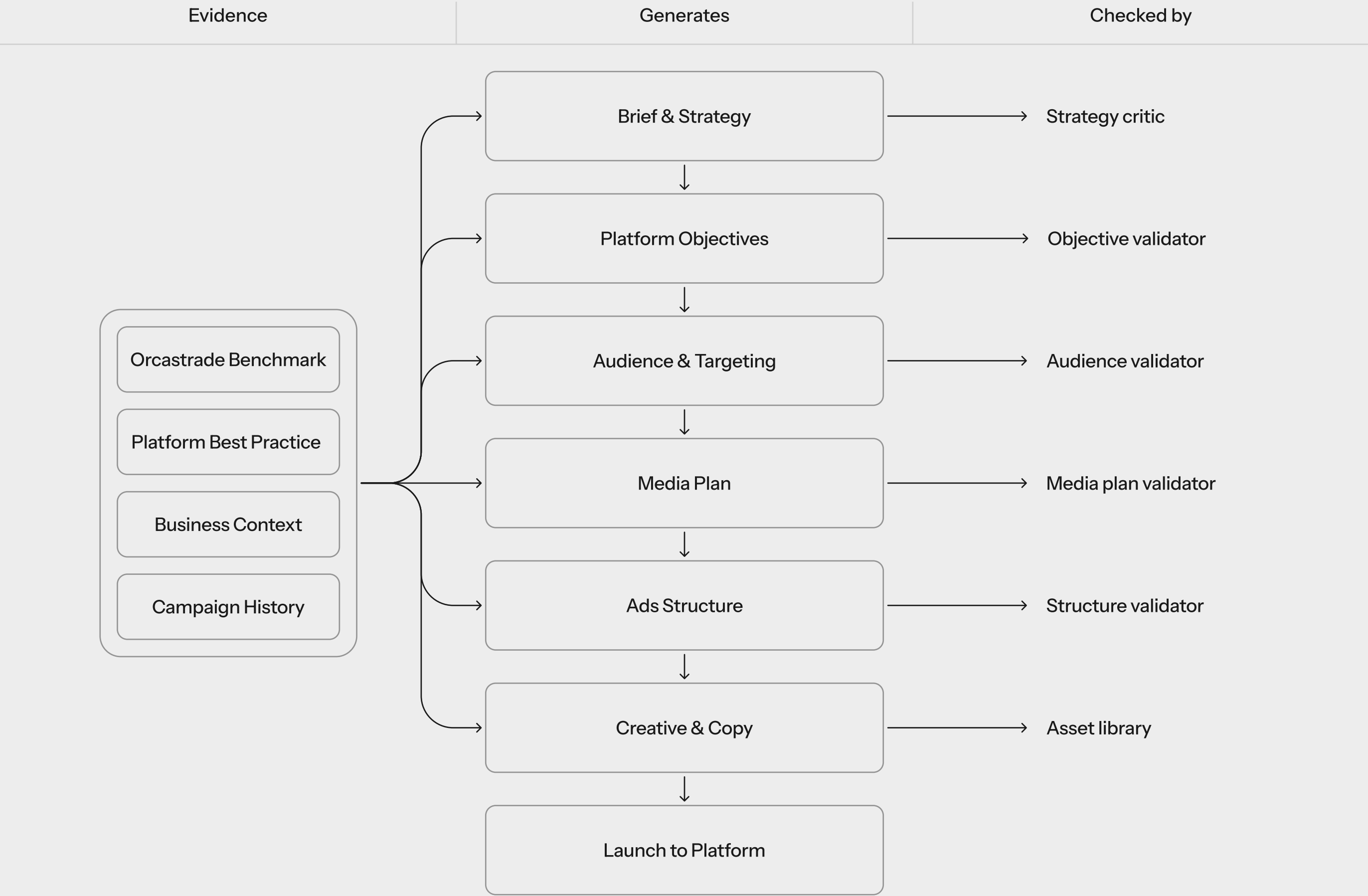
The order is the argument. Nothing is bought until the reasoning behind it has been shown and accepted.

When It Does Not Know

A system that guesses confidently is worse than one that says nothing.

Six phases, and every one of them is checked before the next begins. A validator sits behind each generator, reading the same evidence the generator read. Nothing moves forward on the model's word alone.

Every field the AI produces also carries a state. Grounded in evidence, inferred from context, assumed outright, or abstained from. When the evidence is thin the system declines rather than fills, and it surfaces what it considered and rejected along the way.



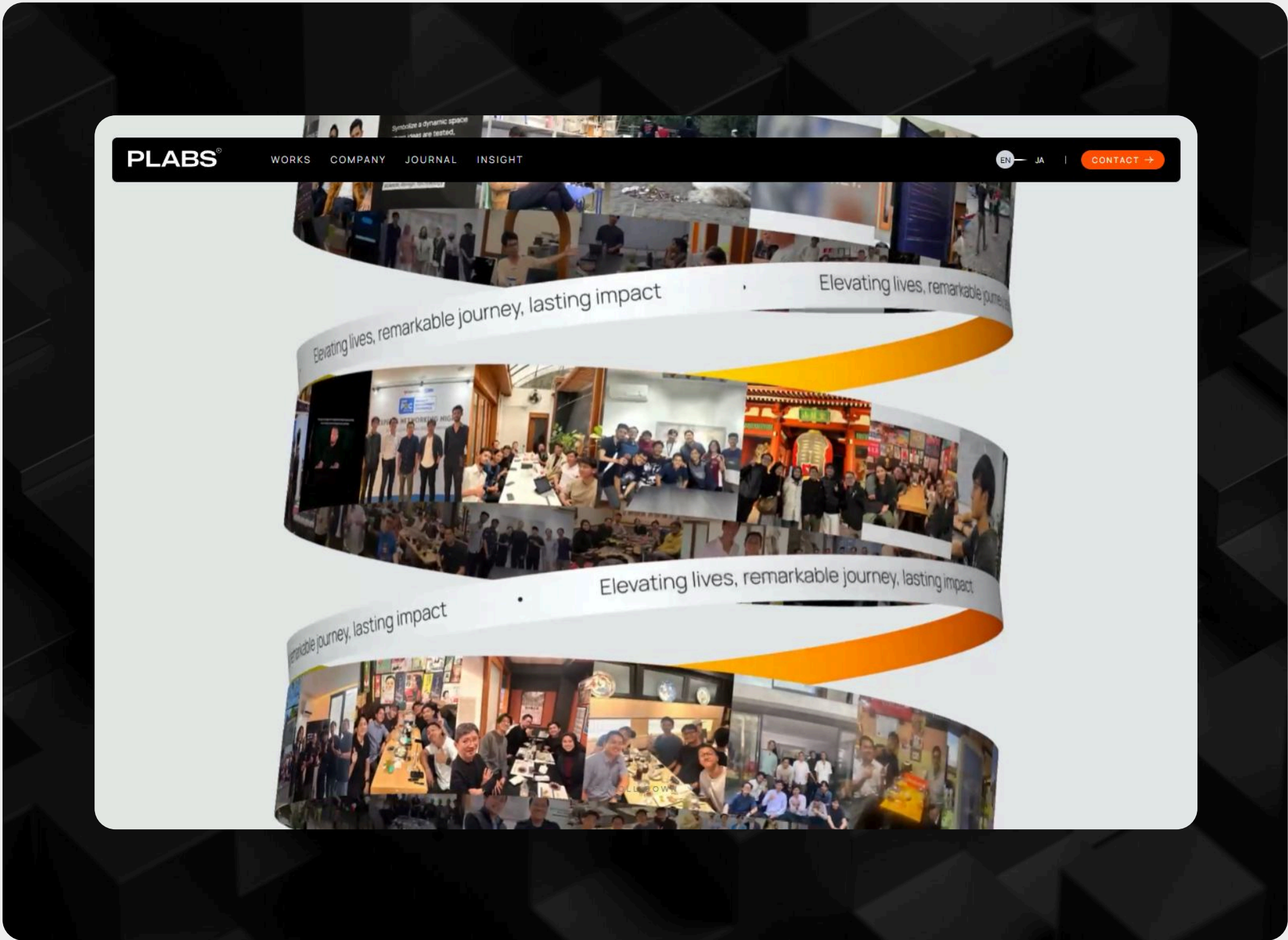
That cost speed. A planner waits longer and sometimes gets less.
What they get instead is a plan they can argue with.

@2024

Role	Creative Direction User Experience & User Interface
Timeline	2024
Scope	Company website
Live Website	https://www.plabs.id/en

PLABS

Make a technology company sound advanced and credible without losing its soul



Creative direction and delivery. Translating how it looks and feels, the judgment calls between bold and restrained, carried through to launch.

Context

Corporate and creative usually fight. One wants authority, the other wants expression, and most company sites let one swallow the other. PLABS needed both at once. The weight of an enterprise that handles AI and serious R&D, and the boldness of a studio that wins on craft. Neither could win alone.

The Decisions

Restraint had to carry the authority, and motion had to carry the boldness. The interface stays minimal and elegant, the language stays confident and enterprise. Underneath, bold animation does the showing off, so the design never has to shout to prove itself. Every choice answered one question. Where does boldness end and restraint begin.

THINGS WE DO WELL

Customer Experience Transformation (CX)
Delivering remarkable brand experiences with timeless design.

CONFUSE? ASK OUR AI

DESIGN SYSTEM

MARTECH

UI/UX

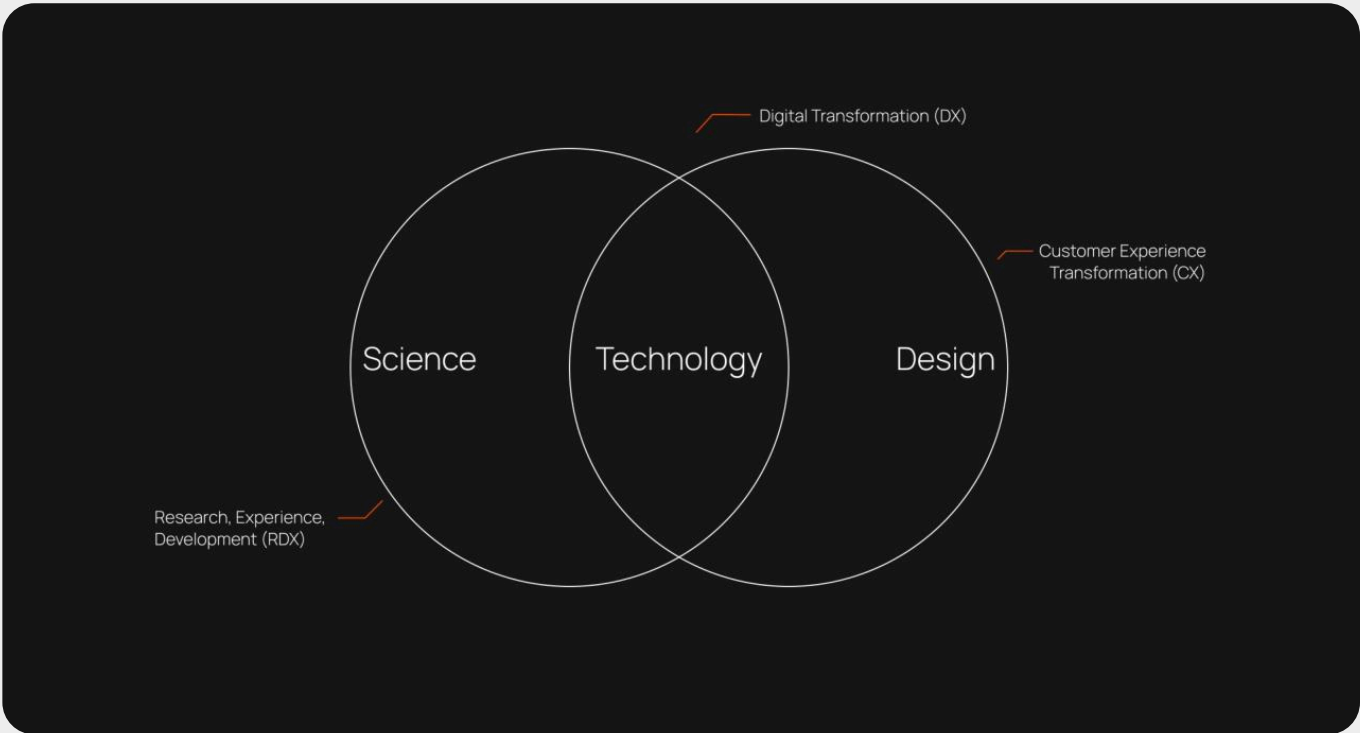
ENVIRONMENT, SOCIAL, GOVERNANCE (ESG)

PRODUCT DEVELOPMENT

BUSINESS SUPPORT SYSTEM

CLOUD TRANSFORMATION

RESEARCH, EXPERIENCE, DEVELOPMENT (RDX)



ETHICS AT PLABS.ID

Beyond our business, we start, execute, and finish everything ethically, honestly and responsibly. Our faith towards better world of lasting inclusive impacts is inevitable.



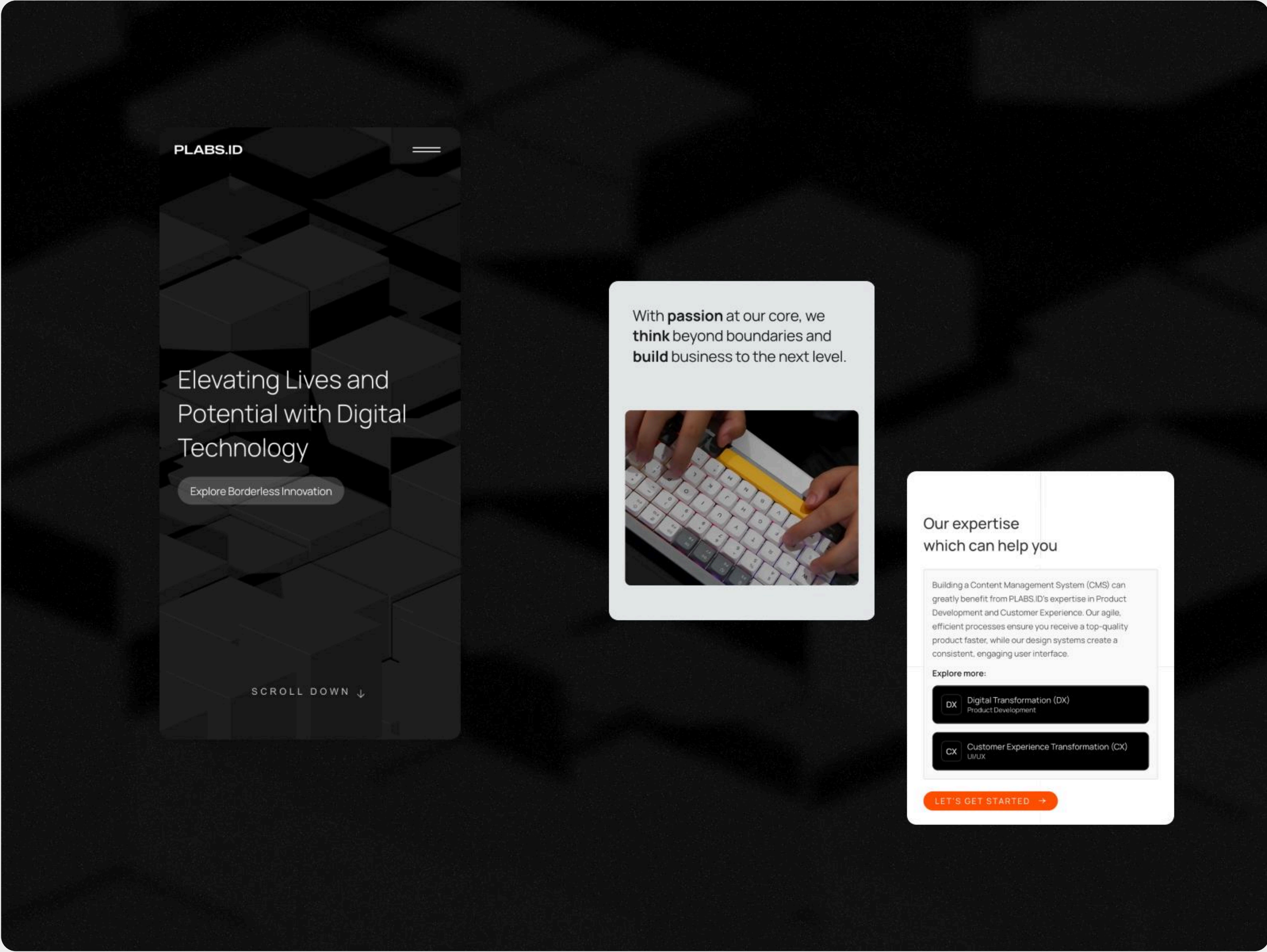
BEING RESPONSIBLE

We put everything on the table to ensure that every actions, decision, or obligations by the company could be taken responsibly. Honesty is the foundational aspect, accountability is the output, and nobility will be the outcome.



Before Coastal Cleanup

After Coastal Cleanup



Outcome

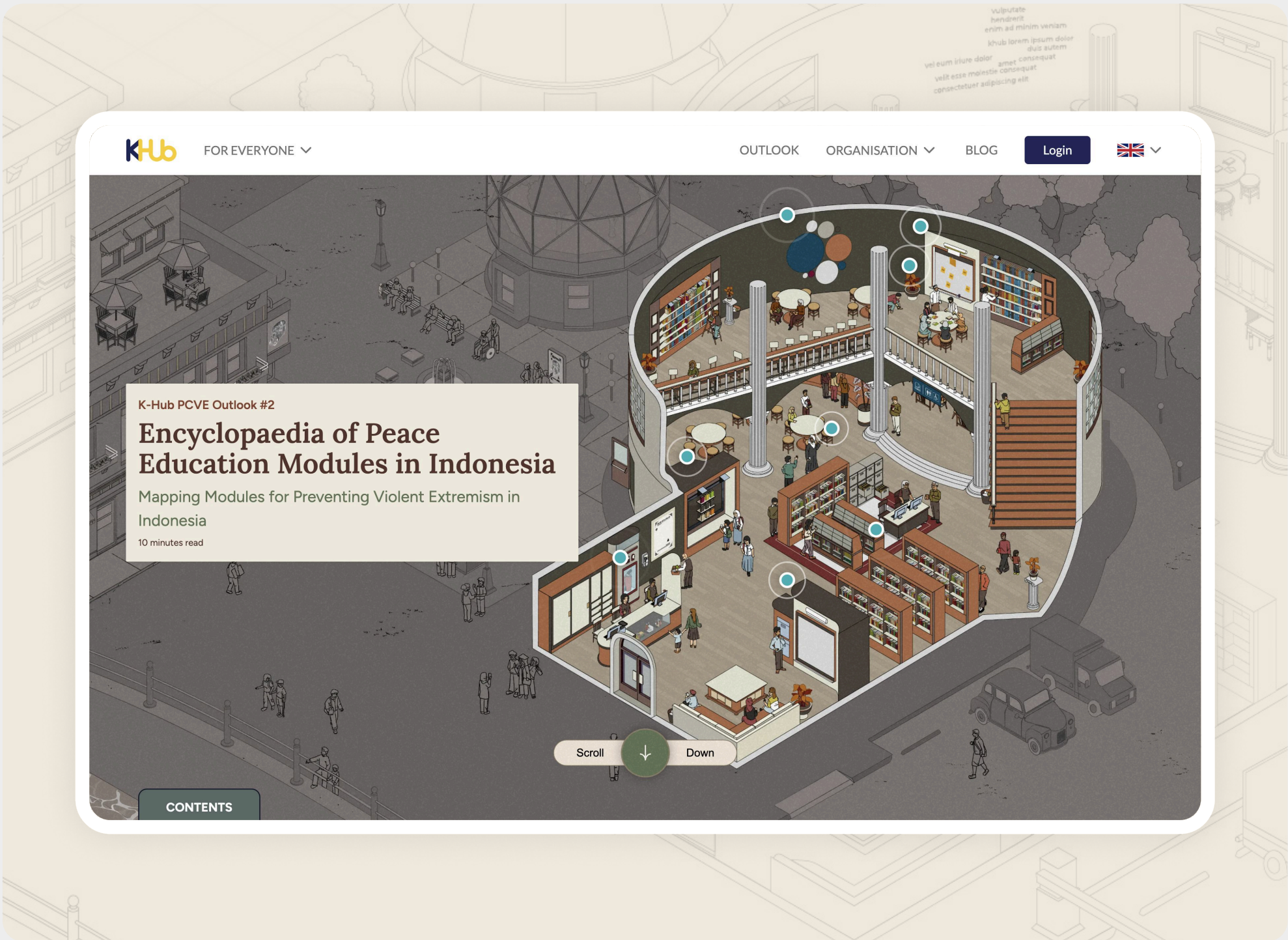
Awwwards Honorable Mention. The site became proof of the studio’s own thesis, that technology and craft belong together.

@2024

Role	Project Lead Creative Direction
Timeline	2024
Scope	Research microsite
Live Website	https://outlook.khub.id/id/ensiklopediamodulpve

Peace Generation, K-HUB

Make research worth reading. Turn a peace study into something people actually feel



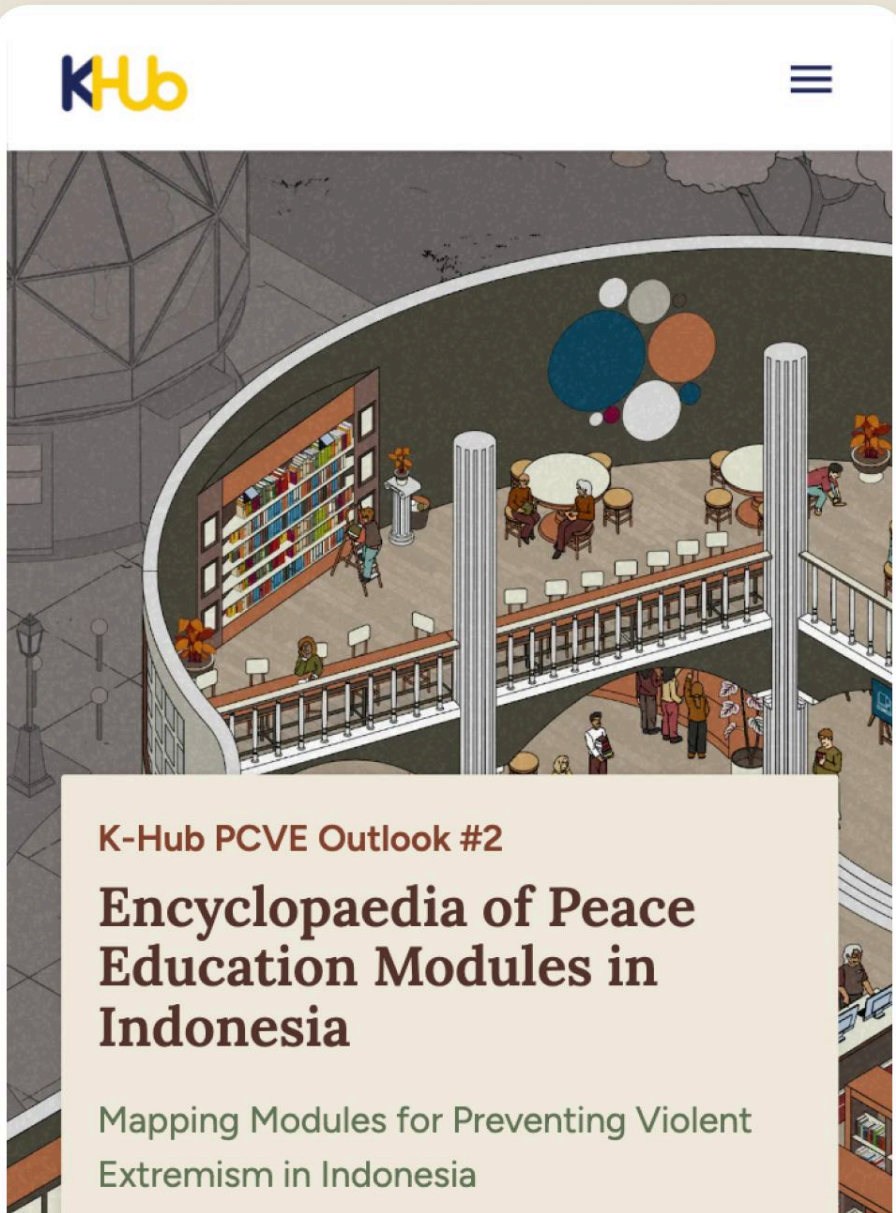
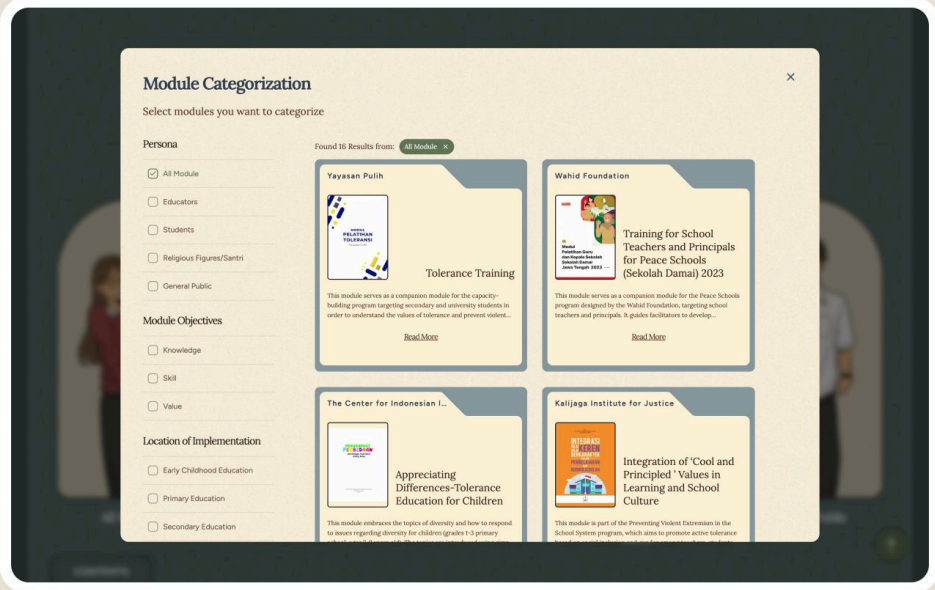
Creative direction and delivery. Shaping research into a story, and seeing it through to a finished site.

Context

Research usually dies on the page. Dense text, heavy reports, findings that matter but never get read. Peacegen’s work on peace education and preventing violent extremism deserved better. The subject is serious, even urgent. The challenge was to honor that weight while making people want to stay, scroll, and care.

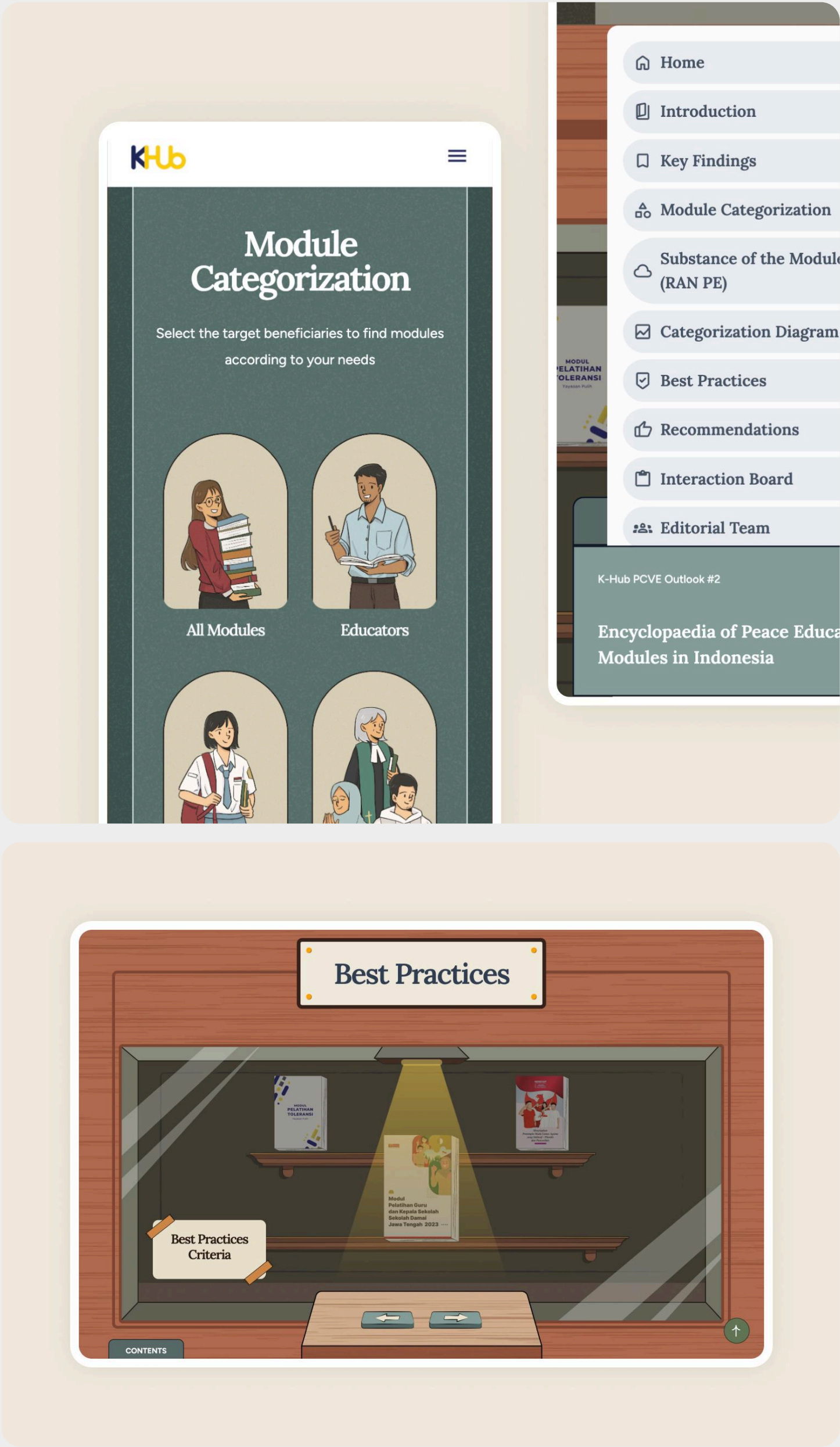
The Decisions

The site had to tell a story, not file a report. Each section carries its own narrative, its own expression, its own beauty, while the research stays intact underneath. Nothing was dumbed down. The findings kept their rigor, but they were given a form people could feel.



Outcome

Awwwards Honorable Mention. A peace NGO’s research reached people the way good stories do, proof that rigor and beauty are not enemies.

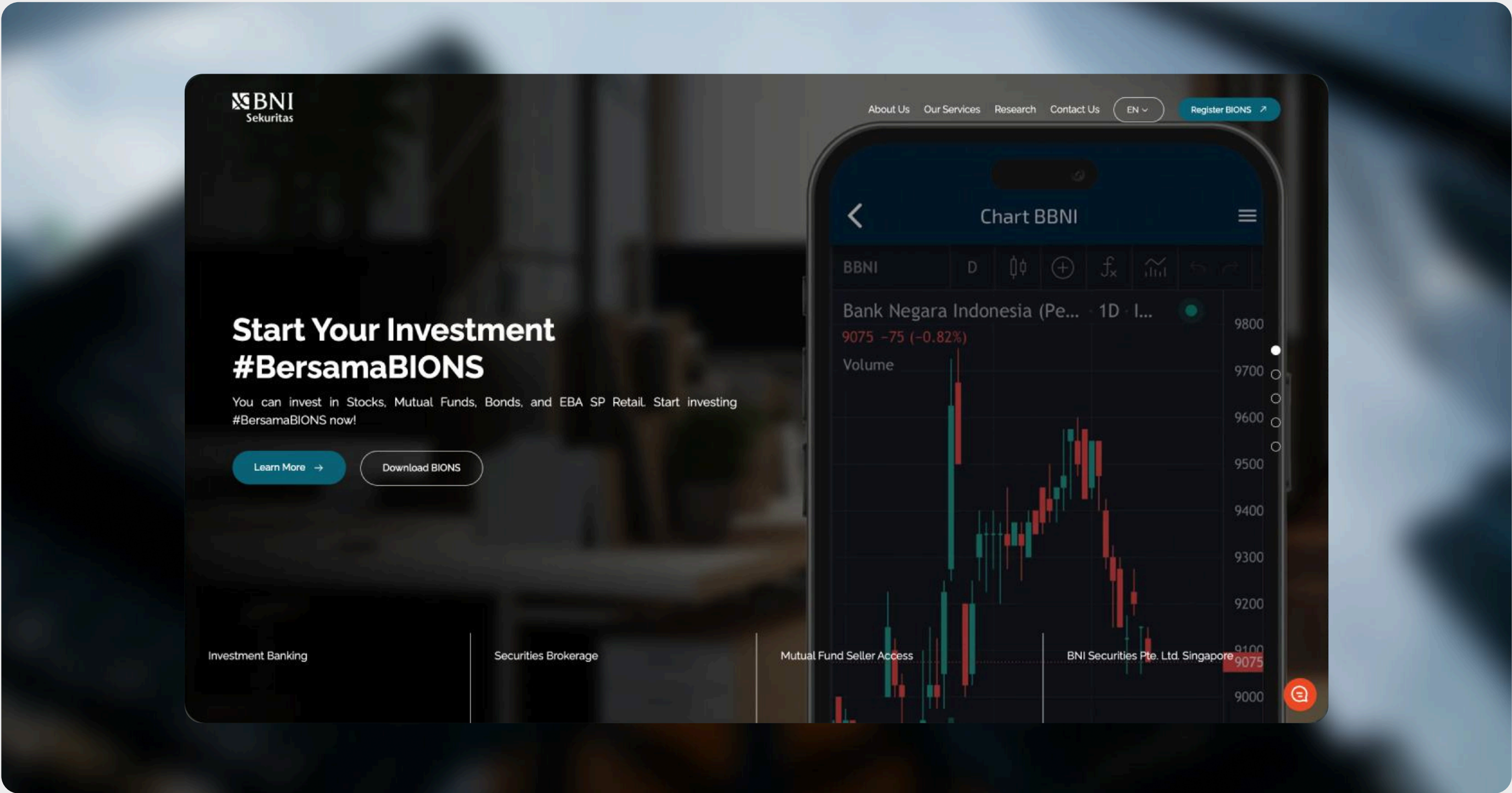


@2022

Role	Project Lead User Experience & User Interface
Timeline	2022
Scope	Corporate website
Live Website	https://www.bnisekuritas.co.id/

BNI Securities

Rebuild a national securities firm’s website into something as composed as the institution behind it



Product design and delivery. The UI and UX, the move to headless, and the project carried through to launch.

Context

BNI Securities is a subsidiary of one of Indonesia’s largest banks. Regulated, serious, enterprise to the core. The old site no longer carried that weight. The revamp had to read elegant and institutional, the kind of restraint that signals trust in finance, without feeling cold or dated.

The Decisions

Composure was the whole brief. Clean structure, generous space, a minimal system that lets the institution speak without noise. The rebuild also moved to a headless architecture, separating content from presentation, so the site could stay fast, flexible, and easy to evolve. Elegance here is not decoration. It is how a financial brand earns confidence at first glance.



Tentang KamiLayanan KamiRisetKontak KamiIDBIONS

TENTANG KAMI

Sejarah Kami

PT BNI Sekuritas didirikan pada tanggal 12 April 1995 sebagai anak perusahaan dari PT Bank Negara Indonesia (Persero), Tbk. Pada awal pendirian, 99,85% saham PT BNI Sekuritas dimiliki PT Bank Negara Indonesia (Persero), Tbk., dan sisa 0,15% dimiliki oleh Koperasi Karyawan.



PT BNI Sekuritas bergerak di bidang pasar modal yang meliputi perdagangan saham, perdagangan surat utang, *investment banking* dan *assets management* dengan nomor Izin Usaha Perusahaan Efek.

Pada pertengahan tahun 2011, struktur kepemilikan BNI Sekuritas diperkuat dengan bergabungnya investor strategis, yakni SBI Securities Co., Ltd, Jepang untuk turut memiliki saham perseroan, sehingga komposisi kepemilikan saham BNI Sekuritas sampai dengan saat ini adalah 75% dimiliki oleh PT Bank Negara Indonesia (Persero), Tbk. dan 25% dimiliki oleh SBI Securities Co., Ltd.





VISI KAMI

Menjadi perusahaan sekuritas terkemuka, terpercaya, inovatif di industri pasar modal Indonesia yang didukung oleh SDM yang berkualitas, teknologi yang handal dan layanan terbaik bagi nasabah



Tentang KamiLayanan KamiRisetKontak KamiIDRegister BIONS

OUR SERVICES

With the support of high-quality human resources and most advanced technology, BNI Sekuritas provides trusted and innovative financial solutions services within the capital market industry in Indonesia.

01 Securities Underwriter

BNI Sekuritas provides Investment Banking services to assist clients in meeting their capital needs through various options, such as initial public offerings (IPOs), issuance of limited stocks, bond issuance, as well as financial advisory for mergers and acquisitions. BNI Sekuritas' Investment Banking services are designed to support the growth of clients' businesses.

Financial Advisory



BNI Sekuritas provides financial advisory services that offer financial solutions to clients, such as financial planning, investments, divestments, mergers and acquisitions, as well as financial restructuring.

Capital Market

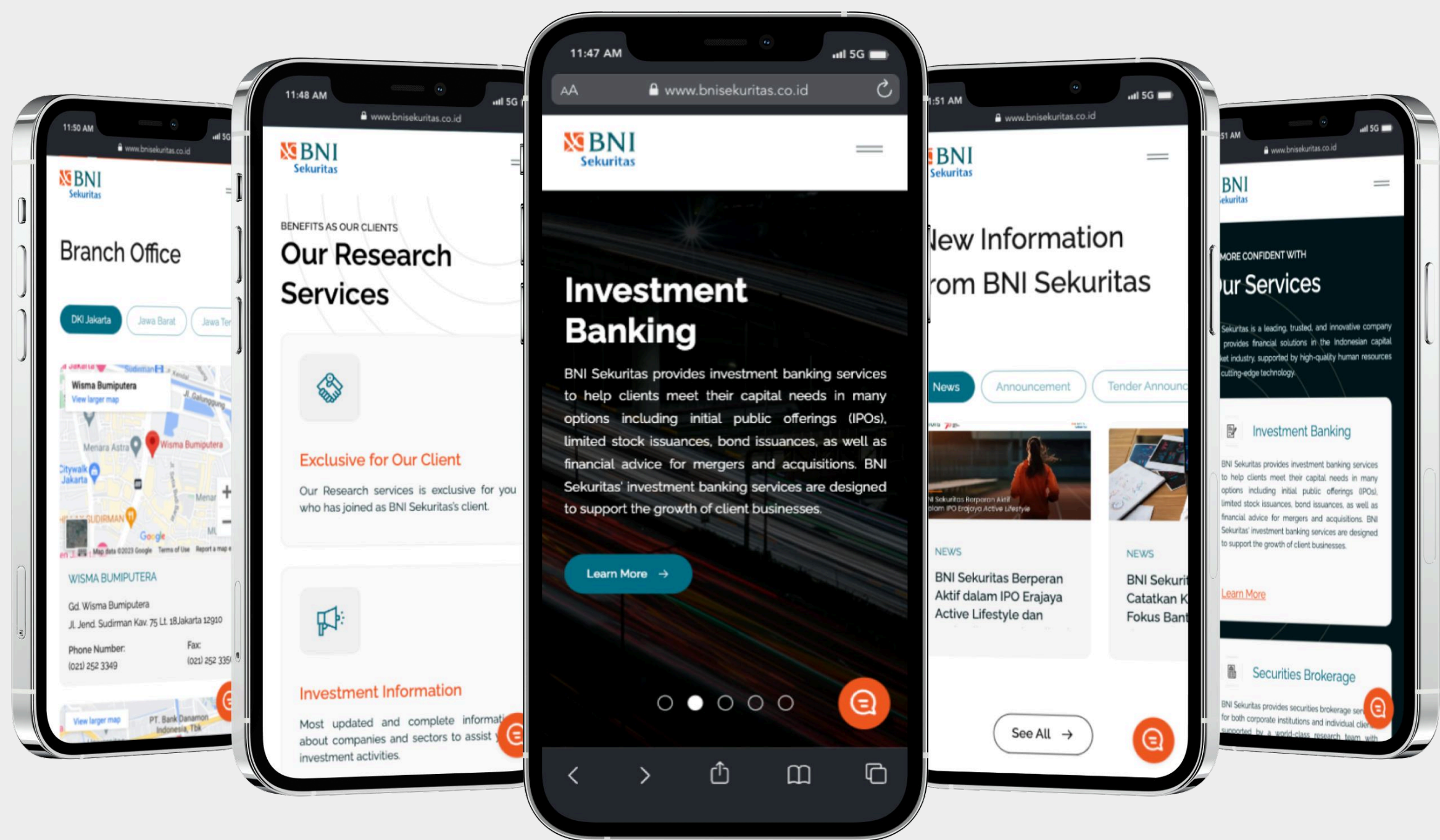


BNI Sekuritas provides capital market services that grant access to the capital market for companies seeking to raise funds from investors through various options, such as initial public offerings (IPOs), issuance of limited stocks, and bond issuance.

Strategic Advisory



BNI Sekuritas provides strategic advisory services that offer advice and strategic guidance to companies in making important decisions related to business and investment.



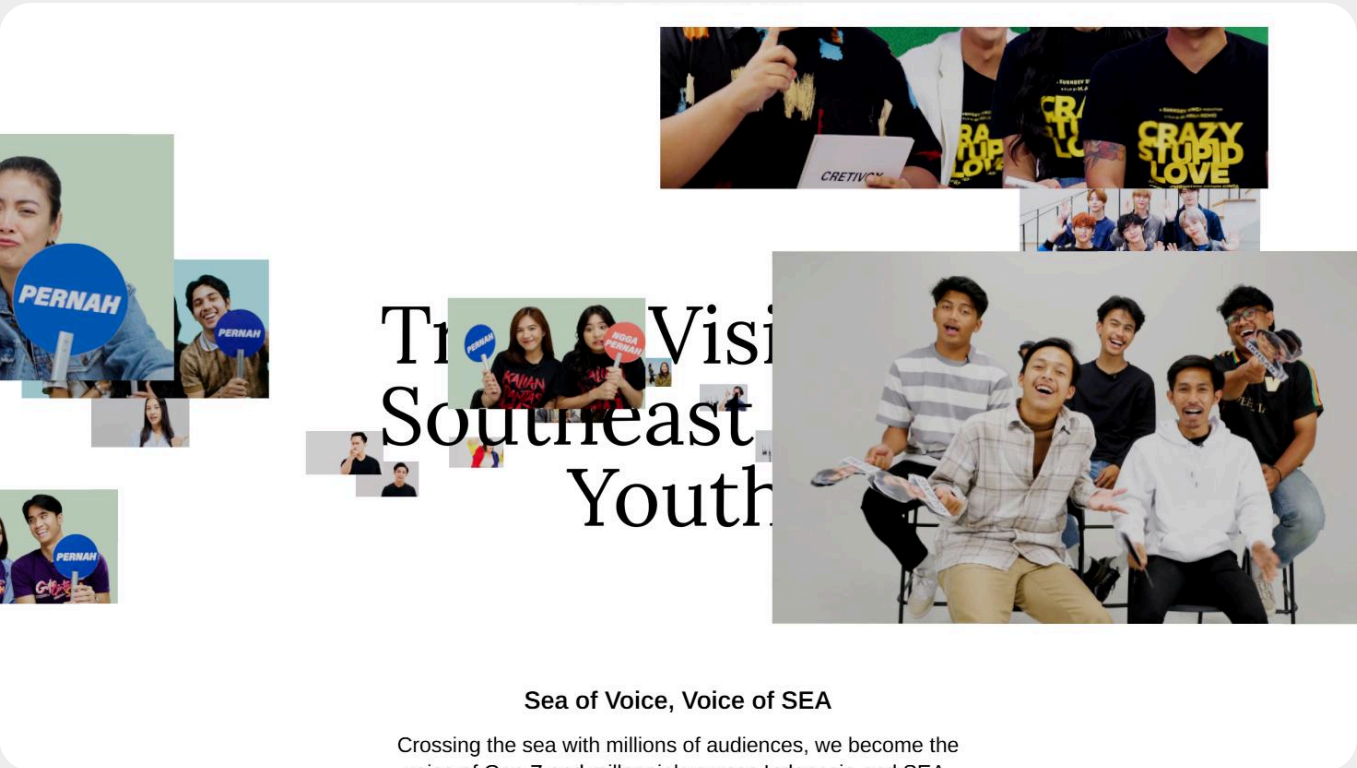
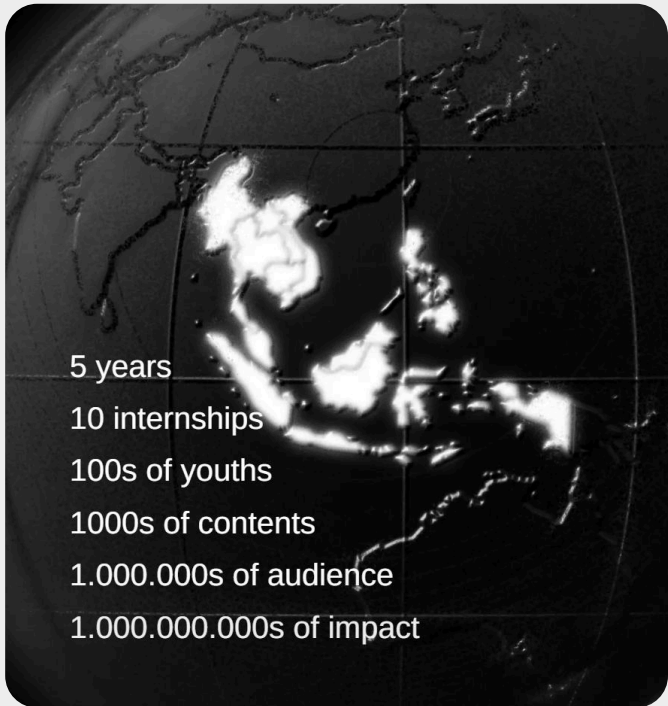
Outcome

A live corporate site that reads minimal, elegant, and enterprise.
The digital face of a major securities firm.

Role	Project Lead
Timeline	2024
Scope	Studio website
Live Website	https://cretivox.com/

Cretivox

Give Gen Z expression a stage, and let technology amplify it



A live site that moves the way the brand sounds. Expressive, fast, unmistakably Gen Z. Project lead: the bridge between Cretivox’s creative team and the builders, from first idea to launch.

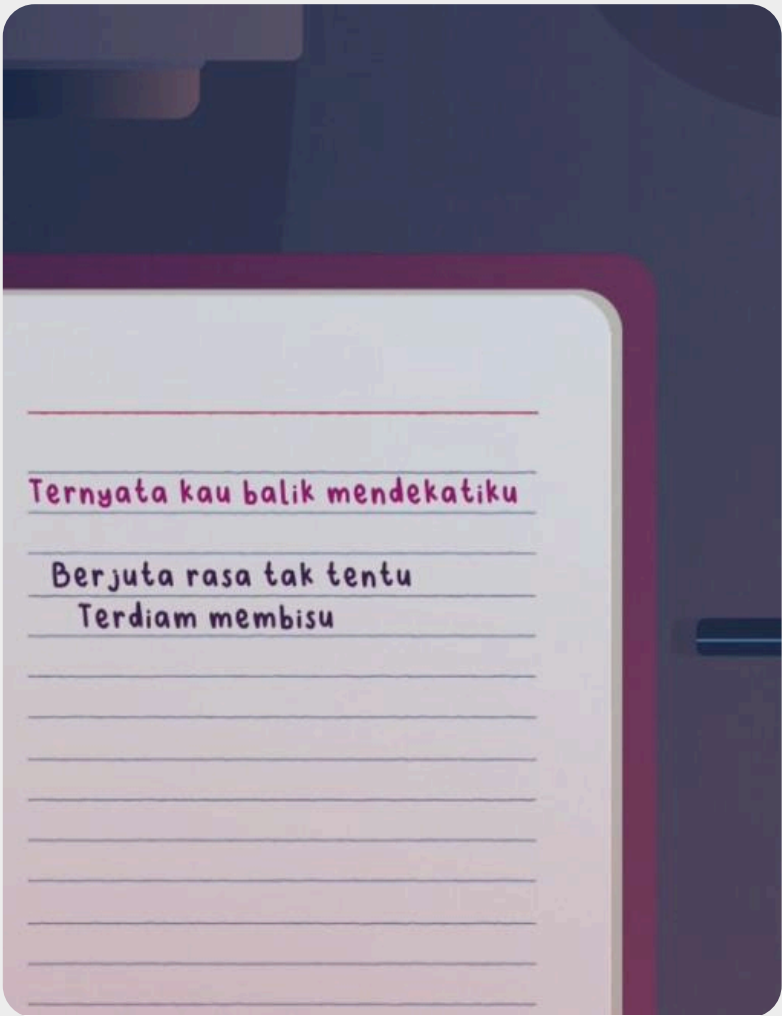
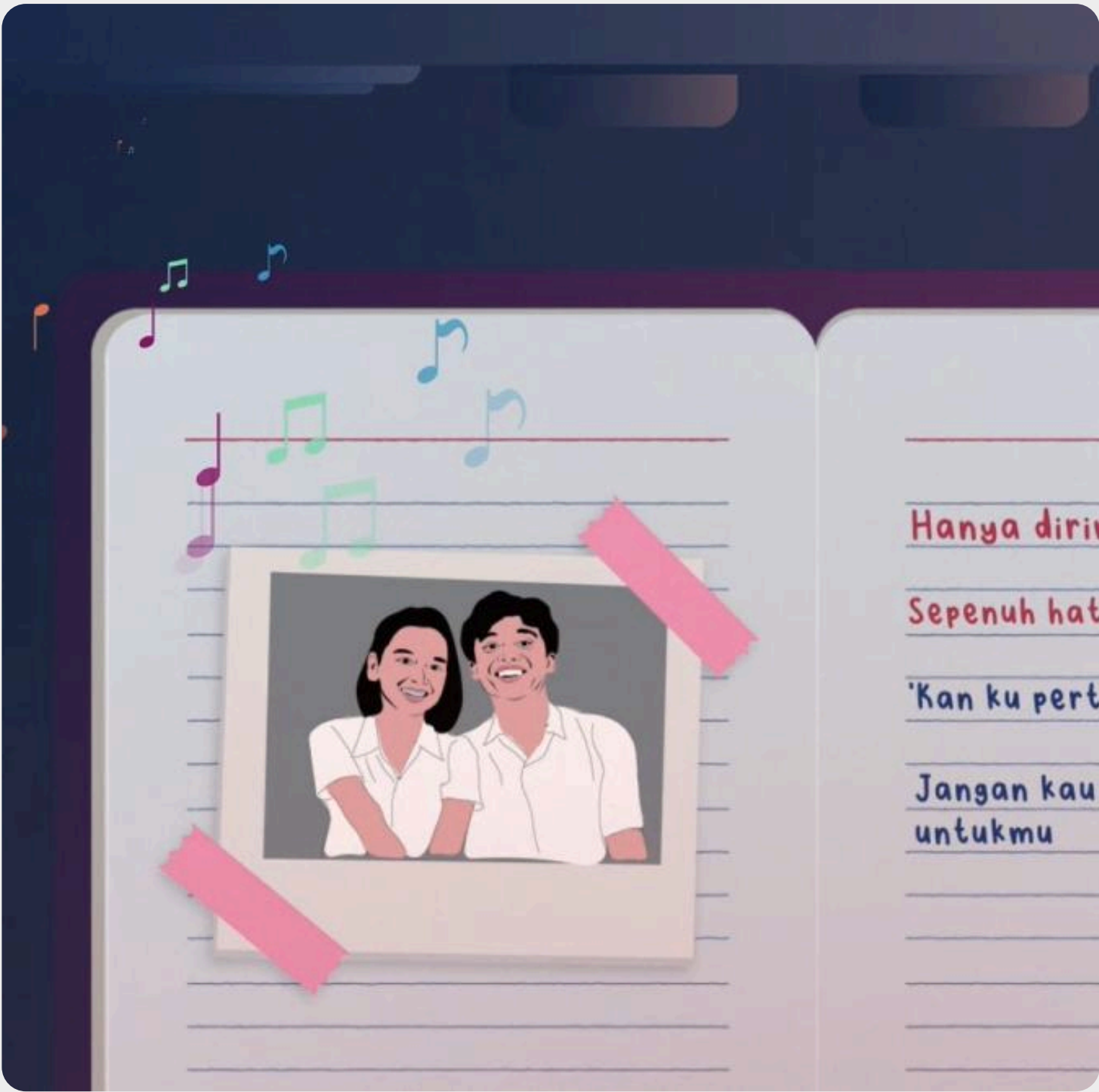


@2021

Role	Motion Graphic Designer
Timeline	2021
Scope	Music video
Video Link	YouTube

Mahagaza, “Kumau”

High school love, written in a notebook



A lined notebook became the world. Handwritten lyrics, small doodles in the margins, the quiet corner of a school desk where those feelings first get written down.

No 0.01

Young Jury

Awwwards

@2023 - 2025

No 0.02

PLABS Website Honorable Mentions

Honorable Mentions Awwwards

@2024

No 0.03

K-HUB PCVE Outlook #02 Honorable Mentions

Honorable Mentions Awwwards

@2024

No 0.04

PLABS.ID Website Revamp

Honorable Mentions Awwwards

@2022

No 0.05

Studio Asa Website Special Kudos, UI, UX, Innovation

CSSDA

@2022

Let's build something that stays

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