

Gilang Segara Bening

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I'm a Product Designer with 5+ years of experience, currently building TribunBooking (ticketing ecosystem) from scratch, helping scale to over 13.5B+ IDR in GMV and acquiring 300K+ users.

Previously at Aruna, Mamikos, and Bibit, designing complex, large-scale digital products across the maritime, property tech, and fintech industries.

Experience

KOMPAS GRAMEDIA - GROUP OF REGIONAL NEWSPAPERS (Tribunnews) DKI Jakarta, Indonesia
Full Time | Product Designer Aug 2022 – *present*

- Building a Ticketing Management System from Scratch (TribunBooking)
 - Led the end-to-end design process, building the product from scratch for both desktop and mobile web platforms, from research, designing, testing, and launch, to continuous iteration.
 - Designed an optimized user journey that improved usability and engagement, leading to 150K+ total transactions and 165K+ tickets sold.
 - Successfully acquired 300K+ new users over two years through iterative UI/UX enhancements that streamlined the ticket purchasing flow.
 - Contributed to 13.5B+ GMV by enhancing and optimizing the running event experience over 2 years.
 - Strategically enhanced user flows, resulting in higher retention rates and repeat transactions.
 - Created the entire CMS process for event management, account management, fee commission management, ticket management, sales tracking, finance reporting, whitelabel, withdrawal, check-in management, and seat numbering.
 - Developed comprehensive analytics and financial reporting tools to enhance decision-making and operational efficiency.
 - Integrated event-specific features for focusing on managing running events, such as assigning BIB numbers, racepack management, and other logistical requirements.
- Homepage Redesign & Interface Decluttering: Tribunnews Mobile Website
 - Revamped mobile homepage architecture for Tribunnews, specifically designed to reduce ad intrusiveness and declutter the interface to significantly enhance content readability and visual hierarchy.
 - Collaborated with the General Manager of Editorial, editorial members, and the Ads team and the Marcom teams to synchronize improvements with business goals.
- Redesigned and optimized the TribunX news app
 - Led the end-to-end design of TribunX from scratch, building core modules (News, Video, TribunMe) that balanced user experience with ad-integration to drive 336M+ IDR in revenue during Q4 2025.
- Acted as a mentor for two Junior product designers, overseeing their growth through regular design critiques, task delegation, and skill development aligned with real product needs.
- Defined the future roadmap and collaborated with product managers, engineers, and marcom to ship product releases, analyzed performance data, and user feedback to optimize design iterations.

MAMIKOS

Full Time | Product Designer

DKI Jakarta, Indonesia
May 2022 – Jul 2022

- Worked on the Property Management squad to improve owners' engagement and increase owner acquisition by redesigning the landing page.

- Created an owners' dashboard for monitoring and analyzing Kost performance and disbursement reports.
- Conducted user testing (UT) with owners to gather feedback and insights.
- Collaborated closely with product designers, researchers, product content strategists, project managers, operations, marketing communications, and engineering teams.
- Impacted by a mass layoff.

ARUNA INDONESIA

DKI Jakarta, Indonesia

Full Time | Associate Product Designer

Aug 2021 – May 2022

- Led research with local fishermen and Local Heroes in Kalimantan Island to better understand their needs and preferences, aiming to enhance user engagement strategies effectively.
- Designed an innovative gamification concept that significantly boosted fishermen's loyalty, increased catch yields, and improved their overall livelihoods.
- Designed a fishermen's dashboard for effective growth monitoring and performance tracking.
- Led the iterative development of 6 critical features in Aruna's internal application, ensuring continuous improvement.
- Revamped the B2B partnership website, improving user experience and fostering stronger business relationships.
- Facilitated comprehensive user testing (UT) with local heroes and fishermen, capturing critical feedback to drive impactful design iterations and enhancements.
- Collaborated closely with product owners, community development, operations, marketing communications, and engineering teams to drive project success and align strategic objectives.

BIBIT.ID

DKI Jakarta, Indonesia

Internship | UI Designer

Jul 2020 – Oct 2020

- Focused on creating the payment page and redesigning the details order page for improved user experience, and conducted competitive analysis using the SWOT framework.
- Implemented responsive design principles to ensure a seamless user experience across various devices.

Startup/Corporate/Agency

Remote

Freelance | UI/UX Designer

- Created digital products tailored for both B2B and B2C clients to address clients' specific needs and challenges with over 25+ varied projects and 10+ global clients.

Education

POLITEKNIK NEGERI JAKARTA

Depok, Indonesia

D4/S. Tr. Kom., Informatics Engineering. GPA 3.57

Sep 2017 – Jun 2021

- Relevant Coursework: User Interface, Web Programming, Object-Oriented Programming, Mobile Computing, E-Business, Entrepreneurship in Tech, Project Management
- Awards: 3rd Place in the National Level Apps Competition held by UBP Techno Day 5.0

Skills & Interests

Skills: Human Centered Design, Research Analysis, UX Design, Visual Design, Interaction Design, Design System, Service Design, Business Strategy, Front-end Programming

Technical: Figma & Figjam, Google Analytics, Microsoft Clarity, Framers, Jira, Miro, Webflow, Adobe CC

Language: English and Indonesian