

Renno Riyadi

Head of Design, Digital and Creative Consultant, UI/UX, Brand and Marketing

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Profile

Experienced design-led digital and product professional with 10+ years of international B2B and B2C experience spanning brand, marketing and product design across FMCG, finance, technology, commodity markets and other sectors in EMEA, North America and APAC, including 5+ years in agencies. Proven track record leading and building cross-functional teams contributing to award-winning initiatives for Fortune 500 companies, global enterprises and startups across complex stakeholder and multi-region environments. Multidisciplinary background spanning UI/UX, visual design, motion and front-end development, with experience driving digital transformation, scalable design systems and growth initiatives bridging design, product and business execution. Data-driven and team-focused, with a strong ability to mentor high-performing teams and solve complex business challenges through design and digital innovation.

Experience

Straits Financial Group

Jakarta, Indonesia

Head of Design

January 2024 - Present

- Led the transition to a unified global marketing strategy, advancing design maturity and establishing in-house creative capabilities across multiple regulated and retail-focused business entities.
- Built and led a multidisciplinary team spanning brand, design, performance and UX, delivering integrated marketing and product initiatives across North America, APAC and EMEA.
- Collaborated with stakeholders to identify pain points, translate business requirements into BRDs and apply design thinking principles, strengthening cross-functional collaboration and streamlining internal processes.
- Redesigned and rebuilt the group website and digital platforms across North America, APAC and EMEA, combining UX strategy, research, design and front-end development, resulting in 6x increase in traffic, 409% increase in impressions, 26.8% more sessions and a 6.34% average engagement rate (2x industry average).
- Developed global brand guidelines and scalable design systems unifying marketing and product touchpoints across regions, supporting high-performing campaigns delivering CTRs up to 8x industry averages, 10x growth in paid impressions, 6x growth in organic reach and 16x audience growth.

ACM Mercantile Exchange

Jakarta, Indonesia

Head of Design

October 2023 - Present

- As the first design hire, I lead the design function across the business, overseeing branding, digital, product and growth initiatives while working closely with business development, operations and the board of directors and commissioners.
- Built and led an in-house multidisciplinary team across UI/UX, branding, content, SEO and performance marketing, reducing agency dependency while driving execution across brand, campaign and product initiatives.
- Launched *Kirana*, a unified cross-functional design system and brand framework spanning branding, digital products, communications and marketing assets, aligning teams around a shared visual language, improving consistency, usability and scalability.
- Led end-to-end product, UX, front-end and digital initiatives, leveraging user analytics, exchange market data and broader market trends to shape product direction, content strategy and GTM execution, driving 325% YoY growth in active users, 10x growth in user acquisition, 19% longer session durations and 10x audience growth, while driving regional campaigns, partnerships and flagship events across Indonesia and Vietnam.

Glanbia plc (ISE: GL9, LSE: GLB)

Dublin, Ireland

Creative Consultant

June 2023 - October 2023

Creative Developer

September 2022 - June 2023

Creative Associate

February 2020 - August 2022

- Evolved from hands-on creative execution to strategic ownership across campaigns, delivering impactful B2B and B2C marketing for brands within Glanbia's global portfolio.
- Partnered with stakeholders and external teams on major corporate rebranding efforts, contributing to the successful launches of Glanbia (2023 Red Dot Award winner), Glanbia Nutritionals, and Tirlán.
- Launched and optimised global email marketing campaigns using SAP Emarsys, Mailchimp, and Campaign Monitor, increasing click-to-open rates by 300% and reaching over 100,000 users.

- Integrated AR, XR, and AI into design workflows to streamline production, support innovation, and improve engagement by 200% across web and social channels.
- Led the transition of programmatic and display advertising in-house for Glanbia Nutritionals and Tirlán, reducing turnaround time by 50%.

Global Payments Inc. (NYSE: GPN)

Dublin, Ireland

Product Designer

July 2019 - October 2019

- Early contributor to *Index*, Global Payments' engineering and product design system adopted by over 7,000 developers and 180 designers. Conducted a comprehensive audit of 300+ product experiences, identified key patterns and components, and documented findings to promote consistency and scalability across teams.
- Led UX design and research for *Checkout Hero*, a global B2B product that helped merchants optimise payment flows through best-practice eCommerce patterns. Managed the full design process from discovery to delivery.
- Collaborated closely with stakeholders, product managers, and cross-functional teams in an agile environment to align design outcomes with business goals.

Lèngua

Jakarta, Indonesia

Graphic Designer

July 2017 - June 2019

- Pitched and executed successful social media campaigns and branding initiatives for 30+ clients across construction, healthcare, FMCG, F&B, finance, fashion, and events in Southeast Asia.
- Collaborated with cross-functional teams including designers, copywriters, videographers, and account managers to execute digital campaigns and brand initiatives across diverse industries.

Dundalk Business Improvement District

Dundalk, Ireland

Digital Media Associate

February 2018 - March 2018

SOE Jakarta

Jakarta, Indonesia

Graphic Designer

September 2015 - December 2015

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Jakarta, Indonesia

Graphic Designer

June 2015 - September 2015

Education

Dundalk Institute of Technology

Dundalk, Ireland

BA (Hons) Communications in Creative Media

September 2015 - June 2019

1.1 - 1st Class Honours

UX Design Institute

Dublin, Ireland

Professional Diploma in UX Design

January 2023 - December 2023

Accredited by Glasgow Caledonian University

Skills

Stack: Figma, Adobe Creative Cloud, Sketch, HTML, CSS, JS, Webflow, Framer, Wix Studio, Wordpress, Ceros, Google Web Designer, Miro, Mural, Trello, Asana, Jira, Google Analytics 4, Hotjar, SAP Emarsys, SAP Marketing Cloud, Mailchimp, Campaign Monitor, Poppulo

UX: UX research, UI design, mobile design, interaction design, wireframing, prototyping, design systems, heuristic analysis, competitive benchmarking, surveys, usability testing, user interviews, persona development, journey mapping, user flows, information architecture

Visual Design: Branding & identity, graphic design, art direction, web design, motion graphics, illustrations, social media marketing, email marketing, print design, digital display advertising, augmented reality, brand strategy, typography

Leadership & Strategy: Stakeholder relations, strategic planning, project management, design thinking, cross-functional collaboration, design ops, workshop facilitation, resource allocation, budget management, agile methodologies

Languages: English (native or bilingual), Bahasa Indonesia (native or bilingual)

Certifications

Google: Google Ads Display (2023), Fundamentals of Digital Marketing (2022), **IBM:** Enterprise Design Thinking Practitioner (2022), **Trigraph Intelligent Learning:** Certified Associate in Project Management (CAPM) (2022)