

Jane Haezer Saputra

Lead Product Designer · Complex systems · AI products · Design-to-code

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Product designer with 13+ years' experience turning complex systems and workflows into products people can understand and use. My work spans high-scale consumer products, global banking, logistics infrastructure and AI-powered B2B SaaS, with measurable impact on retention, operational efficiency and sales. I work closely with engineering and increasingly build directly in code using AI-assisted development.

FOCUS Product strategy · Complex systems · Information architecture · Interaction design · Design systems · AI product design · Research · Frontend implementation

EXPERIENCE

Founding Product Designer (Contract) — HeyZaney

Apr 2026 – Present

- Building **WithNettle**, a project management product supporting tree, board and timeline views; own product definition, UX, design system and frontend implementation alongside a technical co-founder.
- Work directly in **Visual Studio Code using Codex**, with Figma used selectively to explore and communicate specific visual and interaction ideas.
- Independently **designed, developed and launched Tapocalypse**, a mobile game available on iOS.

Lead UX Designer — Gelato

Sep 2024 – Apr 2026

- Led product design for an AI-powered B2B estimating product for the printing industry, turning decades of expert estimator knowledge into a workflow sales teams could use independently; reduced estimates from **4 hours–1 day to under 2 minutes**.
- Reduced carrier onboarding from **7 days to 1 hour** and eliminated 1,000+ manually maintained spreadsheets by restructuring the carrier and zone data architecture before redesigning the interface.
- Created the **Pistachio design system** and introduced AI-assisted design and development workflows using Claude and Cursor.
- Raised design quality through structured critiques, showcases, knowledge-sharing and evidence-based product practices.

Product Design Manager — OVO Energy

Jan 2022 – Nov 2023

- Designed and launched an **internal energy-procurement tool** that replaced an email-based buying process with a structured, automated workflow.
- Led the consolidation of three separately maintained heating experiences into a **single white-label product platform** supporting OVO, Corgi and other brands.
- Managed and supported designers while working across rapidly changing product teams.

Product Design Lead — HSBC

Sep 2019 – Dec 2021 · *Authentication across 65+ markets*

- Led product design for login and signing experiences across a global banking platform, balancing stronger security with **minimal additional user friction**.
- Designed a **scalable authentication model** that accommodated country-specific regulation and security requirements without creating separate systems for every market.
- Partnered with engineering, product and local market leadership to define technical and regulatory requirements and prioritise implementation.

EXPERIENCE CONTINUED

Design Lead — GOJEK

Jul 2016 – Jul 2019 · *High-scale Southeast Asian on-demand platform*

- Initiated and led the redesign of GOJEK's core transport product, increasing **retention and daily usage by 30%** in the first month without a price promotion.
- Led product design initiatives supporting international expansion into Singapore, Vietnam and Thailand.
- Introduced **product analytics and qualitative research** into design decision-making, working with engineering to implement analytics across key journeys.
- Helped scale the design organisation from **5 to 60 designers and 100 researchers** as part of the early hiring team.

EARLIER EXPERIENCE

User Experience Specialist — Tripvisto Jan 2016 – Jun 2016

Introduced user research and redesigned the company website around customer insights, contributing to a **50% increase in sales** and a more focused product strategy.

UX Designer — FXMedia Nov 2014 – Nov 2015

Designed and ran usability testing for emerging digital products, including a **VR training system for Singapore Airlines** ground crews.

Senior UX Designer — Climax Media Sep 2012 – Jun 2014

Designed and delivered digital products for client organisations, including a **point-of-sale system for Acura / Honda Canada**.

Information Architect Intern — Tribal DDB Vancouver Feb 2012 – May 2012

Developed information architecture, user flows and functionality requirements, and contributed to production assets for client projects.

SKILLS & EDUCATION

Core skills Product design · UX design · Product strategy · Complex systems · Information architecture · Interaction design · Design systems · User research · Usability testing · AI product design · Data-informed design · Frontend implementation · Design leadership

Tools Figma · Visual Studio Code · GitHub · Codex · Claude · Cursor

Curtin University · Undergraduate Degree, Digital Design

Vancouver Film School · Postgraduate Diploma, Digital Design

Languages English · Indonesian