

Yoga Tri Nugroho

Jakarta, Indonesia • yoga.nugroho1812@gmail.com • [linkedin.com/in/yogatrinugroho](https://www.linkedin.com/in/yogatrinugroho) • yogatrinugroho.com

Executive Summary

Senior Product Designer with 10 years of experience across Tokopedia and TikTok Shop, two of Southeast Asia’s largest ecommerce platforms. Leads buyer-facing products from research and strategy through launch across homepage, promotions, retention, gamification, live commerce, and platform trust, with outcomes measured through GMV, conversion, and retention.

Currently leads design for TikTok Shop’s independent app in SEA, managing a team of five designers and partnering with product leadership on product vision and design direction. Collaborates closely with distributed researchers, PMs, and engineers across SEA and LATAM. Led the adoption of an AI-assisted design workflow and built the prototyping platform behind it, enabling teams to review and iterate on working experiences rather than static mockups. Mentors senior and principal designers across product craft and design leadership.

Professional Experience

ByteDance · TikTok Shop

Senior Product Designer 2025 – Present

TikTok Shop · SEA and LATAM

Product Leadership: Design point of contact for the TikTok Shop independent app in SEA, leading a team of five designers and partnering with PM leadership to define the product vision, design direction, and strategic foundation for the new shopping experience.

AI-Assisted Design & Shopping: Led AI transformation across SEA and LATAM, establishing new design workflows and building a prototyping platform that turns prompts or Figma files into working, engineering-ready experiences. Partnered with product leadership to define AI shopping direction and prototype end-to-end flows, now scaling the approach across Home, Search, and Repurchase.

Retention & Campaigns: Ran the userflow research and revamp of Crack the Egg, TikTok Shop's task-and-reward game, then applied the rebuilt system to the 32-day Ramadan campaign in Indonesia and Malaysia, with two cultural mechanics on one engine; returned +1.46% TTS GMV and +3.72% TTS ROAS, and the promotional gameplay framework helped drive record-high GMV in Indonesia and the Philippines.

Product Designer 2024 – 2025

Buyer Experience · TikTok Shop SEA

Platform Trust (HiLTI): Owned the platform trust problem by leading High-Lifetime-Impact user research across SEA, consolidating five separate research reports into one design direction spanning 4 design domains and 5 markets, with personas, a single end-to-end journey map, and the Mall rebrand; shipped features lifted +2.04% overall GMV (HiLTI Popup) and +2.23% e-commerce homepage GMV (Buy More Return More), and the framework was adopted by teams across Tokopedia, AMS, and Europe.

Homepage Strategy: Led the Shoptab Homepage Revamp, reading module-level performance, benchmarking SEA competitors, and validating with real shoppers to define a three-zone structure and 15 supported modules the whole team could design against; +2.5% overall GMV, +5.1% Feeds GMV, +3.6% HiLTI-specific GMV.

Tokopedia - Indonesian E-commerce

Principal Product Designer

2021 - 2024

E-commerce Buyer Funnel · Homepage

Design Leadership: Mentor and role model for senior and newly promoted Principal designers, setting clear design expectations and quality standards while strengthening design leadership, craft, and consistency across the team.

Design System Integration: Represented the Buyer Funnel team in the Tokopedia × TikTok Shop design system integration, driving alignment on component mapping, colour tokens, and typography across TTS SEA, TTS ID, and Tokopedia.

Homepage Strategy & Buyer Library: Defined the homepage design strategy and vision and established the Tokopedia Buyer Library as a real-time, end-to-end journey system, combining user patterns and competitor insight with standardised documentation to guide recommendation experiments and align buyer experience design across the organisation.

Design Principles: Founded Tokopedia Nest, the unified design decision framework that aligned product direction across teams and gave every team a shared creative language (2021-2022).

Senior UX Designer

2019 - 2021

E-commerce Buyer Funnel · Promotion and recommendations

Deals Experience Strategy: Restructured the Deals experience into three focused tracks Awareness, Conversion, and Retention. Creating a scalable framework that aligned stakeholders around the end-to-end experience. Partnered with Branding to elevate the page's visual identity and strengthen UI craft. Experiments increased promo browsing engagement by up to 152% CTR/Tab and reduced exit rate by 25%.

Recommendation Experience: Led a new team through an ambiguous recommendation project by establishing a clear understanding of recommendation capabilities and defining the end-to-end experience framework, aligning designers and PMs on execution and expectations. Enabled the team to move from strategy to detailed design without micromanagement. The resulting widget improved Homepage CVR by 17% and contributed +0.16% to Tokopedia paid orders.

UX Designer

2018 - 2019

E-commerce Buyer Funnel · Promotion

Flash Sale Ecosystem: Designed Indonesia's first end-to-end Flash Sale experience across buyer, seller, and operational workflows, establishing the foundation for a scalable promotion ecosystem. The launch streamlined the entire Flash Sale journey and contributed to record-breaking GMV growth at the time.

UX Researcher

2017 - 2018

E-commerce Buyer Funnel · Browsing Experience

Browsing Persona & Strategy: Created a data-and-research-driven browsing persona that uncovered key user behaviors, needs, and opportunities, translating insights into new product ideas and shaping the direction toward a more relevant and intuitive browsing experience.

Education

Indonesia Computer University

2025 - Present

Bachelor's Degree, Engineering and Information Technology · Computer Science