

Meta Andrini Utari

Senior Product Designer



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Education

The University of Queensland
Bachelor of Information Technology
2017 - 2018

University of Indonesia
Bachelor of Computer Science
2014 - 2018

Experience

Jun 2024 - Oct 2026

Senior Product Designer @ Montu

- Designed the expansion of uMeds to accept eScripts from any clinic in Australia, beyond Alternaleaf, enabling a new revenue stream.
- Designed and launched a recommendation engine that increased accessories sales revenue by 32.6% over two months.
- Reduced preventable order delays related to a prescription rule by 47% through targeted product improvements.
- Led initiatives from discovery through delivery and post-launch evaluation.
- Designed end-to-end user journeys, services, and technical workflows across customer-facing experiences and behind-the-scenes operations, partnering with users, business stakeholders, and engineers.
- Conducted discovery research to uncover user needs and business pain points, informing product strategy and roadmap priorities.
- Integrated Montu's design systems into Claude-based workflows, enabling AI-assisted design and prototyping aligned with established standards.
- Embedded legal and regulatory requirements into product design and copy.
- Mentored junior designers in design best practices and collaborative problem-solving.

Sep - Dec 2022

Product Designer @ Cake Equity

- Designed a mobile-first employee app.
- Reworked the onboarding process for employers.
- Maintained the design system as product expanded.

Oct 2021 - Aug 2022

Product Designer @ Askable

- Designed the first iteration of Askable+ (think Fiverr/Upwork for freelance UX research projects).
- Designed an admin dashboard to manage the daily operations of Askable+.
- Adapted the researcher signup process into the platform, reducing the time to certify a new researcher.
- Conducted research and synthesised insights across every user group: participants, clients, researchers, and internal admin.

Jul 2020 - Sep 2021

Product Designer @ Explore

- Implemented a design system for Explore's software.
- Improved task visibility for operators, enabling 1 operator to handle 2.6x more shipments than the average operator in a traditional freight forwarder.
- Refreshed the customer onboarding process, increasing the number of new users who requested a quote immediately after signup.
- Facilitated user research and usability testing.
- Designed prototypes iteratively from paper sketches to high fidelity.
- Wrote design documentation for developer handover.
- Maintained product roadmap and strategy.

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