

Jihan Raihana

Product Designer

End-to-End Product Design, AI-Augmented Workflow

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SUMMARY

Self-taught product designer with 6+ years in visual design and nearly 2 years building digital products end-to-end. Co-runs an independent design+dev studio (Sirkala) with my husband, a software engineer. Currently designing Synetic — a healthcare EMR with a real pilot clinic — using AI-augmented workflows, while running brand & social media for a clinical client. Now looking for full-time remote roles to learn alongside an experienced design team.

EXPERIENCE

Product Designer & Co-Founder

Sirkala — Independent Design+Dev Studio (2 people)

Indonesia · Jul 2024 – Present (1 yr 10 mos)

- **Synetic (Healthcare EMR, in active development):** Plug-and-play EMR for small specialty clinics with 1–5 doctors. Leading problem framing through workflow research with first pilot clinic. End-to-end design ownership: information architecture, user flows, high-fidelity UI, component library. AI-augmented prototyping pipeline (Figma Make + Claude) compresses design-to-working-prototype cycle from weeks to days. Pilot deployment Q4 2026.
- **Lilist (Smart Shopping List with Spending Awareness, V1 Early Access on Play Store):** Led the full product cycle end-to-end — user research, V1 design and ship in 3 months, then V2 redesign after testing with 3 users revealed friction in the core flow. Rebuilt around shopping-list-first information architecture. Component-based design system in Figma reduced iteration time ~30%.
- **JAKA (B2B POS for small businesses, paused 2024):** First end-to-end product attempt — paused after scope assessment revealed mismatch between technical complexity and 2-person team capacity. Lessons applied directly: Lilist V2 explicitly scoped against this failure mode, Synetic's plug-and-play architecture shaped by these constraints.

Tools: Figma · Figma Make · Claude · GitHub · Jira · Notion

Brand Designer & Social Media Manager

Enigma Clinic (Freelance)

Remote · November 2025 – Present

- Built two-brand identity from scratch (Enigma Wellness + Enigma Skin) with architecture for future Enigma Medic expansion.
- Delivered full brand guideline, print collateral (signage, banners, brochures, business cards, treatment menus, educational posters), and website — all within 30 days before grand opening.
- Manage daily content production for two Instagram accounts.
- Generated 35,000+ combined impressions across both accounts in first 2 months from zero; 88% reach from non-followers signals strong organic discovery.
- Clinic opened March 28, 2026 with 40 visitors; now running steady operations at 6–7 patients/day.

Career Break — Full-Time Parenting

Sep 2021 – Jan 2024 (2 yrs 5 mos)

Two years of full-time parenting after the birth of my son. Returned to design in 2024.

Graphic Designer (Freelance)

Fiverr · International clients (US, Netherlands)

Remote · Oct 2018 – Sep 2021 (3 yrs)

- Created branding assets, illustrations, and digital content for 5+ loyal international clients, contributing to consistent brand identity and improved audience engagement.
- Specialized in wedding invitation design (print + video stationery) — built reputation on Fiverr and transitioned loyal repeat clients off-platform (email + Instagram direct) for 1+ year retention.
- Maintained 100% on-time delivery rate; managed end-to-end creative projects independently.
- Developed solid visual design foundations (typography, color, composition) that supported the later transition into UI/UX design.

SKILLS

Design: UI Design · UX Research · Product Design · Component-based Design Systems · Auto Layout · Wireframing · Prototyping · User Flows · Brand Identity

AI Workflow: Figma Make · Claude · AI-augmented prototyping · design-to-code prompt design

Process: Product Strategy · Stakeholder Management · Cross-functional Collaboration · End-to-End Ownership

Brand & Marketing: Brand operations · Brand guidelines · Social media strategy · Content production · Print design

Tools: Figma · FigJam · Canva · CapCut · Meta Business Suite · Notion · Jira · GitHub (basic)

Languages: Indonesian (native) · English (working)

EDUCATION

S1 Pendidikan Matematika (Bachelor of Mathematics Education)

Universitas Sriwijaya · 2013 – 2017

Virtual Assistant & Project Management — Certificate of Completion

SGB Virtual Assistant Course, Batch 16 · Jan – Feb 2024

SELECTED PROJECTS & LINKS

- Synetic (Healthcare EMR) — case study on portfolio
- Lilist V1 — live on Play Store
- Enigma Wellness — [instagram.com/enigmawellness](https://www.instagram.com/enigmawellness)
- Enigma Skin — [instagram.com/enigmaskin](https://www.instagram.com/enigmaskin)

AVAILABILITY

Open to: full-time remote roles, GMT+7 with reasonable timezone overlap

Notice period: Available to start as soon as possible. Current freelance arrangement allows me to transition out while supporting handover to my replacement.