

GEDE BARUNA

Product Designer | UI/UX Designer | Branding Specialist

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Summary

Creative and detail-oriented Product Designer with over 9 years of experience in UI/UX design, branding, and digital product development. I specialize in crafting user-centered web and mobile experiences and building impactful brand identities for startups, agencies, and Web3 projects. Passionate about meaningful design that connects people and builds trust.

Skills

User Research • Design Systems • Wireframing • UI/UX Design • Interactive Prototyping • Responsive Web Design • Pitch & Presentation Design • User Testing • Creative Direction • Branding • Product Development • Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Wordpress • Framer • Canva

Experience

Favourite

Creative Manager & Product Designer

Bali, Indonesia
September 2022 - Present

- Redesigned core event creation, ticketing, and crowdfunding flows, improving usability and user satisfaction.
- Built modular design system in Figma, boosting UI consistency and cutting development handoff time.
- Led brand identity management and marketing asset design, strengthening presence in Web3 and event communities.

Ortius

Art Director & Product Designer

Bali, Indonesia
July 2020 - September 2022

- Designed web and mobile experiences for hospitality, wellness, and service brands, enhancing engagement.
- Created design systems and mockups that accelerated product launches and improved consistency.
- Directed brand identity for 40+ clients, including Sheraton Mactan Cebu venues and key F&B brands.

BVR Group Asia

Branding Supervisor

Bali, Indonesia
July 2019 - June 2020

- Led website redesigns for major hospitality brands, improving booking flow and online engagement.
- Developed full brand identity systems and guidelines for hotels and F&B venues.
- Managed social media content and ad campaigns using performance data to optimize reach.

BURO Creative

Lead Graphic Designer

Bali, Indonesia
December 2018 - June 2019

- Rebranded hospitality and F&B brands, increasing brand alignment and visual consistency.
- Designed packaging and marketing materials that improved shelf appeal and visibility.
- Delivered monthly content for multiple brands, supporting stronger engagement.

Creative Visual Designer

Freelance Graphic & Multimedia Designer

Bali, Indonesia
June 2017 - December 2018

- Designed branding, packaging, and promotional materials for Small-Medium Enterprises in North Bali.
- Provided event photography/videography for weddings, concerts, and ceremonies.
- Managed creative process from concept to final production, ensuring quality.

Oceanic Bar & Restaurant Bali

Graphic Designer

Bali, Indonesia
December 2016 - May 2017

- Rebranded venue identity and created a graphic standards manual.
- Designed promotional materials and event visuals, boosting marketing efforts.
- Produced original property photography for print and digital use.

North Bali Adventures

Graphic Designer

Bali, Indonesia
July 2015 - November 2016

- Designed promotional content for tours/events, increasing campaign visibility by 25%.
- Captured and edited photography to enhance social media engagement.
- Co-developed responsive company website, increasing traffic by 40%.

Education

New Media College

Diploma, Graphic Design & Multimedia

Bali, Indonesia
2014 - 2016

Award

ICP Incubator Program

2nd place at Disruptive ICP Hub Bali Incubator Program

Bali, Indonesia
2023