

RIO BUDIMAN

Senior Product Designer

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EXPERIENCE

Senior Product Designer and Founder

Rio Studio

2024 - Present

- Sole designer and owner on Nueco, accountable for the outcome: the workflows, the product logic, the roadmap and what shipped in what order
- Work directly in the production codebase, so designs arrive build-ready and nothing waits on a handover or gets lost translating Figma into code
- Use AI coding agents to accelerate delivery rather than replace design judgement, which shortens the loop between an idea and something testable
- Set my own lightweight standards: a component system, type hierarchy and interaction patterns applied consistently without process for its own sake
- Instrument analytics in PostHog and use engagement data to decide what changes next

Product Designer

Orbital8

09/2024 - 02/2025

- Delivered mobile product design across iOS and Android within cross-functional squads, working closely with engineering leads to hold design intent through to delivery

Senior Product Designer

Kudosity

12/2022 - 03/2024

- Introduced standards into a scaling team: extended the design system and component libraries, defining the states, patterns and interaction models engineering built against
- Codified design workflows and ways of working that held quality steady as the organisation grew, without adding bureaucracy
- Delivered end-to-end design across a global SaaS platform, from problem framing through to shipped production UI inside a multi-disciplinary squad
- Worked directly with front-end engineers to hold visual and interaction detail through to production
- Mentored designers and raised craft quality across the design function

Product and Experience Designer

PlayHQ

05/2020 - 11/2022

- Designed the operational tooling a national sports platform ran on, turning dense competition, participant and scheduling data into workable dashboards for thousands of league administrators

SUMMARY

Ten years of hands-on product design across SaaS, marketplace and regulated health products. I design how things behave, not just how they look: workflows, product logic and the operational tooling underneath.

I have been the sole designer accountable for a product outcome, and the senior designer who brought standards into a team that did not have them yet.

I work in the production codebase alongside AI coding agents, which keeps designs build-ready and my feasibility instincts honest.

CORE STRENGTHS

Systems and workflows multi-role journeys, product logic, information architecture, internal and operational tooling

Build-ready delivery design systems, component states and tokens, working in the codebase so engineers are not blocked

Standards introducing lightweight process and craft standards into scrappy or scaling teams

Ownership roadmap and prioritisation, accountable for shipped outcomes rather than handed-off files

Research discovery and usability testing, LUMA certified facilitation and co-design

TOOLS

Design Figma, design systems, prototyping

AI Claude Code, Cursor, Qoder, Claude

Build React Native, TypeScript, HTML, CSS

Data PostHog analytics, usability testing

EDUCATION

LUMA Institute Certified Practitioner

Human-centred design methods and facilitation

Bachelor of Design (Multimedia Design)

[Swinburne University of Technology](https://www.swinburne.edu.au)

- Designed multi-step workflows and information architecture across administrator, participant and organisation roles, resolving where one role's action became another's starting point
 - Brought clarity to data-dense internal screens without hiding utility, balancing density against hierarchy
 - Worked with product managers and engineers to shape the roadmap and deliver against it
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Digital Experience Designer

Bupa

02/2016 - 11/2019

- Designed customer-facing products for a large regulated health insurer, simplifying compliance-heavy processes into clear, accessible experiences across web and mobile
 - Led usability testing and customer research, building an evidence base that drove design decisions
 - Worked across product, engineering and compliance teams to deliver within real operational and governance constraints
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Digital Designer

World Vision Australia

01/2012 - 12/2015

- Designed digital products and campaigns for a global nonprofit, building responsive web experiences in HTML, CSS and JavaScript