

Felix Yuniar

Principal Product Designer

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Principal-level product design leader focused on crypto, payments, and regulated financial products. Over 6 years shaping Pintu, Indonesia's leading crypto exchange, from early foundations into a multi-vertical platform spanning retail investing, pro trading, futures, onboarding, wallets, and design systems. I lead a 10-person design org while staying close to the hardest product problems myself — turning regulatory complexity and technical infrastructure into experiences that feel inevitable.

- Compliance-aware UX
- KYC / AML onboarding
- Crypto & payments
- Design systems
- 0–1 product design
- Design leadership

EXPERIENCE

Cashi 2026

Principal Product Designer

Designed a USD neobank for high-inflation markets built on stablecoin infrastructure — onboarding, deposit flows, card UX, and reward systems.

Pintu Nov 2019 – Present

Head of Product Design

Oct 2024 – Present

Leading product design across Pintu, Pintu Pro, and Pintu Futures, with ownership across UX strategy, design systems, research, writing, and team culture.

Sr. Product Design Manager

Sep 2023 – Oct 2024

Scaled the design function as the product expanded from core retail crypto into more advanced trading and cross-product platform work.

Design Lead

Nov 2019 – Sep 2023

Helped build the core product from zero, including onboarding, KYC, wallet architecture, trading, account flows, and the design system.

Enable

Aug – Oct 2019

UI/UX Designer

Designed an end-to-end DeFi lending platform for underbanked users in emerging markets, funded by Binance X and ConsenSys.

Dana Cita

Sep 2018 – Jul 2019

Product Designer

Built the product foundations and the end-to-end lending flow from zero, connecting Indonesian students with financing for higher education.

EDUCATION

Institut Teknologi Bandung (ITB)

2004 – 2008

Bachelor of Design