

Caroline Sentiaji

Product Designer | UI/UX Designer | AI & Web Specialist

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PROFESSIONAL SUMMARY

Product Designer with experience designing SaaS products, AI-powered CRM platforms, responsive websites, and go-to-market visuals. Skilled in end-to-end product design, including user flows, wireframes, design systems, prototyping, AI-assisted workflows, and product storytelling. Experienced working with founders, developers, sales, and marketing teams to turn complex ideas into clear, usable, and polished digital experiences.

CORE SKILLS

Product Design & UX: User research, user interviews, information architecture, user flows, wireframing, UX strategy, design systems, SaaS product design, CRM UX design, product workflow design

AI & Automation: AI-assisted research, ideation, UX writing, task breakdown, product logic, AI feature design, workflow automation, ChatGPT, Claude

UI, Visual & Motion: UI design, visual systems, responsive web design, prototyping, design tokens, component libraries, storyboarding, motion concepts, UI illustration, Jitter

Web & Technical: Webflow, Framer, WordPress, HTML, CSS, basic JavaScript, automation workflows, data-aware UI design

Tools: Figma, FigJam, ChatGPT, Claude, Jitter, Webflow, Framer, WordPress, Adobe Creative Suite, Notion, Jira, Slack

WORK EXPERIENCE

Founding Designer / Product & UX Designer | DoveHero | Jan 2025 - Present

AI-powered CRM platform for real estate and sales teams, covering product UX, design system, web app, mobile MVP, and go-to-market support.

- Led product design across web and mobile CRM experiences, from early discovery and workflow mapping to high-fidelity UI and handoff documentation.
- Designed core CRM flows for contact management, lead pipelines, user roles, permissions, onboarding, activity timelines, and workspace workflows.
- Built and maintained design systems, UX patterns, reusable components, and interface standards to improve consistency across the product.
- Designed AI-assisted experiences, including smart suggestions, summaries, workflow automation logic, and CRM context-aware interactions.
- Partnered with founders, developers, sales, and marketing teams to translate business goals into clear product requirements and usable interface logic.
- Supported go-to-market assets including website visuals, pitch decks, product demos, feature storytelling, and sales enablement materials.

UI Designer | Motion The Agency | Feb 2023 - Dec 2024

Digital design agency working with technology, SaaS, and startup clients across websites, product interfaces, campaigns, and motion-led storytelling.

- Designed websites, landing pages, web applications, and digital products for technology and SaaS clients, balancing UX clarity with strong visual direction.
- Created UI designs, storyboards, motion concepts, explainer video directions, and marketing visuals for product launches and client campaigns.
- Developed responsive website layouts, interface systems, and visual concepts for projects that required both product thinking and polished presentation.
- Collaborated with developers, marketers, animators, and stakeholders to move work from concept to production in a fast-paced agency environment.
- Supported campaign assets, automation flows, presentation materials, and content visuals while managing multiple timelines and client expectations.

Intern Designer | Amikom Center | Jul 2020 - Jan 2021

- Designed brand guidelines, social media templates, webinar posters, and digital banners.
- Created more than 90 Instagram content assets for educational and promotional campaigns.
- Led a small video editing team and supported motion graphics production.
- Created educational content about basic design principles.
- Assisted with visual design tasks across digital marketing and internal communication materials.