Senior UX Designer (Indonesia)

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【About tripla】

tripla Co., Ltd. is a leading provider of digital transformation (DX) solutions for the hospitality industry. Our mission is to help hotels maximize profits, elevate guest experiences, and streamline operations through innovative technology. With a comprehensive suite of AI-powered products, including booking engines, chatbots, marketing automation tools, and payment solutions, we empower hotels to optimize both revenue and guest satisfaction. Serving over 7,000 customers across the Asia Pacific, we are expanding globally, with innovation and growth as our core values.

【Job Description】

We are looking for a skilled and passionate UX Designer to join our team and drive user-centric design across tripla's product portfolio. In this role, you will collaborate with product managers, engineers, and other stakeholders to create seamless and intuitive product experiences. Your focus will be on translating complex user needs and business requirements into clean, efficient, and impactful designs that enhance the user journey and ensure high user satisfaction. (This position is for a local Indonesian resident.)

【Responsibilities】

User-Centered Design
● Conduct UX research—including user interviews, journey mapping, and usability testing—to understand user pain points, preferences, and needs.
● Develop user personas, wireframes, and prototypes that reflect user insights and align with product goals.
● Translate user research and product requirements into actionable, intuitive designs that enhance usability, accessibility, and overall product delight.
Design Systems & Visual Standards
● Establish and maintain design systems, ensuring consistency across products and alignment with tripla's brand standards.
● Collaborate closely with product and development teams to deliver high-fidelity designs optimized for implementation.
● Regularly review design assets for quality and consistency, identifying areas for refinement to maintain cohesive visual and interactive elements.

Cross-Functional Collaboration
● Partner with product managers, engineers, and other stakeholders to ensure alignment
between design intent and technical implementation.
● Engage in global UX initiatives, adjusting designs to meet diverse cultural and user needs,

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creating globally impactful experiences.
● Participate actively in the agile development process, providing design input at every stage from planning to final testing.

Interaction Design
● Define and refine interactive elements, including animations, transitions, and microinteractions, to ensure a seamless and engaging interface.
● Use cutting-edge prototyping tools (e.g., Figma, LLM-based plugins) to collaborate with front-end engineers on technically feasible interaction designs that align with tripla's standards.
● Conduct usability testing on interactive elements to gather feedback and iterate on design solutions based on insights.

Continuous Improvement & Data-Driven Insights
● Use data analytics and user feedback to evaluate design effectiveness, driving continuous
improvements based on real-world usage and testing.
● Conduct A/B testing and iterate on design solutions to achieve optimal usability and
engagement levels.
● Stay current with UX design trends, tools, and best practices, and actively share knowledge and new ideas with the team.

応募資格
【Qualifications】
Basic Qualifications:
● Bachelor's degree in Design, HCI, or a related field, or equivalent practical experience.
● 3+ years of experience in UX design, with a proven track record of designing user-centered, intuitive interfaces across web and mobile platforms.
● Proficiency in UX/UI design tools such as Figma, Sketch, Adobe XD, or similar, and a strong portfolio showcasing design solutions, user flows, wireframes, and prototypes.
● Experience with UX research methodologies and a strong understanding of data analytics to inform design decisions.
● Familiarity with LLM and AI-driven tools (e.g., ChatGPT, Claude, Midjourney, Figma AI plugins) to enhance productivity and streamline the design process, with applications in user persona creation, insight analysis, and rapid prototyping.
● Familiarity with agile methodologies and collaborative workflows in cross-functional teams.

Preferred Qualifications:
● Experience in the hospitality, travel, or SaaS industry.
● Knowledge of front-end technologies (HTML, CSS, JavaScript) to facilitate collaboration with developers.
● Demonstrated ability to manage multiple projects and meet tight deadlines in a fast-paced environment.
● Experience designing for diverse, global audiences and adapting design elements to meet cultural and regional user needs.

【Key Metrics】
● Improved usability and user satisfaction metrics (e.g., SUS scores).
● Reduction in user drop-off rates and increase in feature adoption.
● Alignment with brand standards and design consistency across all products.
● Positive feedback from cross-functional teams on design collaboration and product
alignment.

【Why Join tripla?】

At tripla, you'll be part of a dynamic team dedicated to driving innovation in the travel and hospitality industry. We value creativity, collaboration, and excellence, offering competitive salaries, comprehensive benefits, and ample opportunities for professional growth in a supportive environment. Join us in creating a global impact across the Asia-Pacific and beyond as we transform the hospitality industry together.

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