Irsyadillah Putra Ilyas

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Having 6+ years in professional product design and research-related area, I specialize in synthesizing raw data into findings (process), conducting usability testing (method), and implementing behavioral economics theory. I love connecting the dots between user's "jobs to be done" with products and business. In my leisure time, I usually play Call of Duty Mobile, watch mind-bending genre movies, play badminton, go jogging, and read books.

WORK EXPERIENCE

Lion Parcel   **May 2022 - Jun 2024**
UX Research Manager
Generate quarterly research roadmap. Manage quarterly researcher's budget. Recruit a researcher. Collaborate closely with product managers, design manager, and AVP of Product.

Bukalapak   **Sep 2018 - May 2022**
UX Researcher
Conduct usability testing, interview, survey, kano analysis, maxdiff analysis, and CSAT. Research on revenue, merchant, and logistic products. Collaborate closely with product, design, business, and marketing team. Had a chance to collaborate with Head of Design and Head of Research an create impact up to 80x product performance incremental.

Gojek   **Jan 2018 - Apr 2018**
UX Designer - Freelance
Design transport products. Explore on on of the most top user issue on booking transport. Create some alternative design, conduct small test, working with foreign senior designer and design lead.

LEARN AND TEACH EXPERIENCE

Master of Business Administration

Majors: Business Administration and Management
Institut Teknologi Bandung; 2021 - 2024 (Expected)

Bachelor of Computer Science
Majors: Information System; GPA : 3.25 / 4.00
Universitas Indonesia; 2014 - 2018

Teaching Assistant of Human-Computer Interaction (HCI)
Universitas Indonesia; Aug 2017 - Jan 2018

AWARDS & PARTICIPATIONS

The Champion Team of Bukalapak's Hack-a-Fun (Hack-a-Ton) 2019 (Best Story Telling Category)
Bukalapak Internal Team; Feb 2019

Top 3 Design Team Finalist at SIS Design Challenge
Binus University; Nov 2017

UXSEA Summit 2019 Participants
Singapore; Nov 2019

COMPETENCIES

Data-informed driven	Fast learner	Analytical thinking
Design thinking	Problem solving	Project management
Empathy	Communication	Adapt to change