# Fahmi Fachreza

http://mfahmifachreza.me/

## Personal Contacts

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## Education

Binus University: School of Computer Science / Bachelor's degree
2009 - 2014, DKI Jakarta

Publication: Web based real-time monitoring design system for DKI Jakarta commuter line from Manggarai Station to Bekasi.

CISCO Networking Academy

Topics: Basic Networking Fundamentals, Routing & Switching, CCNA Certificate.

## Technical Skills

HTML5, CSS3, Javascript, React, PHP, Sketch, Adobe Photoshop, Adobe Illustrator.

## Summary

As a professional with in-depth passion for product design and front-end development, working in the field of technology is really exciting because there is always room for innovation and collaboration. I enjoy exploring users behavior by understanding their stories and needs. I truly believe that integrating their perspectives in design and development process could significantly improve the final product.

## Experience

**Senior Product Designer (Acting as Product Design Leader of Transaction, Logistics and Payment Modules)**
**PT. Tokopedia**
JUNE 2018 - Current. DKI Jakarta, Indonesia

General Descriptions
● Managed and prioritized tasks for Transaction, Logistics and Payment Modules based on the KPI discussed with each module's Product Owners.
● Advised supervisors to manage the load and timeline of every task based on priorities.
● Lead designers to present their design progress during the weekly design demo.
● Solved design process related issues including product communication, timeline negotiation and design implementation with Product Owners in all platforms (IOS, Android, Mobile Site, and Desktop)
● Coached and developed team members on improving their skills and capabilities to create performance-driven culture

**Senior Product Designer (Supervisor of Transaction Modules)**
**PT. Tokopedia**
JUNE 2017 - JUNE 2018. DKI Jakarta, Indonesia

General Descriptions
● Lead and managed a team of 2 UX Designers, 2 UI Designers and 3 Front-end Developers to deliver their tasks smoothly in every design iteration.
● Managed every task on our backlog based on priority.
● Collaborated with other supervisors cross-functionally on every project that is delivered as planned
● Coached and developed team members on improving their skills and capabilities in design

- Conducted design sprint to ensure complicated projects can be delivered properly in timely manner under tight deadlines

## Product Designer & Front End Developer
## PT. Tokopedia
MAY 2015 - JUNE 2017. DKI Jakarta, Indonesia

General Descriptions
- Developed front-end prototypes with HTML/CSS/Javascript including jQuery, Vanilla Javascript and React.
- Collaborated with API engineers for prototypes integration of every product
- Advised stakeholders cross-functionally to determine product direction.
- Developed KPI based on product direction.
- Conducted usability testing and gathered user feedback to ensure positive user experience

Projects in Tokopedia

### Revamp Checkout Flow in all Platforms (Apps, Mobile site & Desktop)

**Goal**: To increase our conversion rate by 6%.

**Process:** Analyzed our competitive research and analytics data to make the problem statement. Validated the problem stated by conducting user interview and delivered the solution afterwards.

**Result:** In the first iteration that was released as our minimum viable product (MVP), the number of our conversion rate increased by 3.62%

### Item Replacement for buyer's transactions

**Goal**: To reduce merchant's order cancellation rate.

**Process:** Made an analysis based on our analytics data to find the problem. Validated the problem by conducting user interview with top, medium and new merchants.

**Result:** Reduced the cancellation rate by 0.31%

### Order Management System Seller Side Revamp

**Goal**: Unified the design of Order Management with Tokopedia design system.

**Process**: Developed and integrated UI components with API response based on Unify guidelines with ES6 and React.

**Result:** Successfully unified Seller Order Management Components by 90%

Topchat: Tokopedia New Chatting Platform

**Goal**: To create Tokopedia new chatting platform that can be used by merchants and buyers across various devices.

**Process:** Developed and Integrated UI components according to mockups provided using HTML5, SASS that runs through Gulp, and NodeJS Stacks using express and socketIO.

**Result:** Now merchants and buyers can communicated across our platform using Topchat.

## Web developer & Engineer Team Sub-leader
## PT. Transcosmos Indonesia
JUNE 2014 - MAY 2015. DKI Jakarta, Indonesia

General Descriptions

- Prioritized each project module based on its technical requirements.
- Developed web applications using HTML5, CSS3, JS and PHP frameworks (Code Igniter and mySQL).
- Supported the Engineer Team Leader to manage members internally by distributing each project requirement (module) and providing mentorship for new members.

Projects in Transcosmos Indonesia

Store Locator of Omron Healthcare Webpage

**Goal**: To increase user adoption of Omron's retailers in Indonesia.

**Process:** Collaborated with Account Executives to collect project requirements and objectives. Managed the tasks for each team member and split them up into different modules. Developed HTML/CSS/JS prototype and integrate it with Omron's API.

**Results:** Users can find the store location from this system.