Fahmi Fachreza

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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 on 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 improves 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 tasks for Transaction, Logistics and Payment Modules based on the KPI discussed with each module's Product Owners.
- Collaborated with related Product Owners to determine tasks priority list based on our KPI.
- Advised supervisors to manage load and timeline in every task based on priorities.
- Lead designers on preparing design progress presentations into design demo in weekly basis.
- 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 also to create performance-driven culture

Senior Product Designer (Supervisor for Transaction Modules)
PT. Tokopedia

JUNE 2017 - JUNE 2018. DKI Jakarta, Indonesia

General Descriptions

- Lead and managed team of product designers include 2 UX Designers, 2 UI Designers and 3 Front end Developers in order to deliver tasks smoothly in every design iteration.
- Managed every tasks on our backlog based on priority lists.
- Collaborated with other supervisors in cross functions to every projects

delivered as planned
- Coached and developed team 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 include jQuery, Vanilla Javascript and React.
- Collaborated prototypes integration with API engineers of each products
- Advised stakeholders cross-functionally to determine product direction.
- Developed KPI (Key Performance Index) based on product direction.
- Conducted usability testing and gather user feedback to ensure positive user experience

Projects

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

Goal: To increase our conversion rate by 6%.

Process: Make analysis from our competitive research and based on our analytics data to find the problem statement. Validate the problem by conducting user interview and deliver the solution afterwards.

Results: In the first iteration which release on 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: Make analysis based on our analytics data to find the problem. Validate the problem by conducting user interview with top, medium and new merchants.

Results: Reduced cancellation rate by 0.31%

Order Management System Seller Side Revamp

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

Process: Develop and integrate between UI components and API response based on Unify guidelines with ES6 and React.

Results: Successfully unified Seller Order Management Components by 90%

Topchat: New Tokopedia chatting platform

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

- Develop UI components based on the mockup with HTML5, SASS that runs through Gulp and jQuery.
- Integrate UI Components with NodeJS stacks technology using Express and SocketIO.

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

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

Projects
Store Locator of Omron healthcare
(http://omronhealthcare.co.id/where.html)

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

- Collaborate with Account Executive to collect project requirements and objectives.
- Manage the tasks for each team member and split them up into different modules.
- Develop HTML/CSS/JS prototype and integrate it with Omron's API.