



## Fahmi Fachreza

<http://mfahmifachreza.me/>

Personal Contacts +6281290218526

[mfahmifachreza@gmail.com](mailto:mfahmifachreza@gmail.com)

## Education

Binus University: School of Computer Science / Bachelor's degree  
May 2009 – April 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

### Digital Architecture Solutions & Design Expert

PT. Indosat Ooredoo Tbk.

NOVEMBER 2018 - Current. DKI Jakarta, Indonesia

#### General Descriptions

- Develop and own the Digital architecture, strategy, solution design, and the roadmap.
- Capture and translate business requirements into complete solution design including requirement for new systems/ functionalities/ capacities/ services and partners.
- Develop high level project implementation plan, including resourcing process, budget.
- Responsible for managing end to end system and application lifecycle including retirement/ refresh plans in the Digital technology.

### Senior Product Designer (Acting as Product Design Leader of Transaction, Logistics and Payment Modules)

PT. Tokopedia

JUNE 2018 - NOVEMBER 2018. 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.