

## Fahmi Fachreza

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### Personal Contacts

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## Summary

As a product designer and front-end developer, working in the field of technology is really exciting because there is always room for innovation and collaboration. I enjoy interacting with various stakeholders to understand their stories and needs. I truly believe that integrating their perspectives in the design and development process 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:

- Communicating with related Product Owners to determine tasks priority list based on our KPI.
- Helping supervisor to manage load and timelines in every task based on priorities.
- Bringing all the designers under my responsibilities to give a presentation about their design progress into our design demo in weekly basis.
- Solving every design process issues like product communication, timeline negotiation and design implementation with our Product Owners in every platform (IOS, Android, Mobile Site, and Desktop)
- Assessing my subordinates and involved them in every big initiatives in order to strengthened their capabilities and improved their skills.

### Senior Product Designer (Supervisor for Transaction Modules)

PT. Tokopedia

JUNE 2017 - JUNE 2018. DKI Jakarta, Indonesia

#### General Descriptions:

- Initiating to build team member of seven product designers include 2 UX Designers, 2 UI Designers and 3 Front end Developers in order to deliver tasks smoothly in every design iteration.
- Managing every tasks on our backlog based on priority lists.
- Collaborated with other supervisor in other tribes between each big projects to make sure that everyone is aligned with projects main goals.
- Assessing my team member in order to strengthened their capabilities quarterly and improved their skills.
- Conducting design sprint in projects that have a tight deadlines but still lack of clarity in the design principle.

## Product Designer & Front End Developer

### PT. Tokopedia

MAY 2015 - JUNE 2017. DKI Jakarta, Indonesia

#### General Descriptions:

- Develop front-end prototypes with HTML/CSS/Javascript include jQuery, Vanilla Javascript and React.
- Integrate prototypes with engineers who develop the API for each products.
- Work cross-functionally with stakeholders to determine product direction.
- Create KPI (Key Performance Index) based on product direction.
- Conduct usability testing and gather user feedback.

#### Projects:

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

Keywords: **Usability Testing, User Interview, Competitive analysis, UX Research, React, Redux, Conversion Rate, Checkout Flow, Hi-Fi Wireframes UI Component, FE Integration, API**

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

- Make an analysis from our competitive research from other marketplace platform.
- Collaborate with Product Owners to seek a clarity the problems that needs to be solved in order to achieve our goals.
- Conducting user interview with our reseller to validate our problem statements for dropshipper (reseller) and gain insights from them.
- Create Hi-fi Wireframe and flow based on our interview data.
- Collaborate with UX Researcher in conducting usability test to validate our solution.
- Handover the Hi-fi wireframes to our UI Designer (Visual Designer).
- Develop UI components based on the mockup with React.
- Helping Software Engineers when make an integration with our UI components and API with GraphQL while managing the state interaction with Redux.
- Make a product metrics based on HEART Framework to measure our user behaviour while using our products.

##### **Item Replacement**

Keywords: **React, Redux, Cancellation Rate, UI Component, FE Integration, API**

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

- Collaborate with UX Designer in conducting usability testing to gain insight

from merchants.

- Develop UI components based on the mockup with React.
- Integrate UI components and API with GraphQL while managing the state interaction with Redux.

### **Order Management System Seller Side Revamp**

Keywords: React, Javascript ES6, GraphQL, Unify Design System, UI Component, FE Integration, API

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

- Develop UI components based on the mockup with HTML5, CSS3 (LESS), and Javascript ES6 and React.
- Integrate UI components with real data from API using GraphQL.

### **Topchat: New Tokopedia chatting platform**

Keywords: Chat, UI Component, UI Prototype, UX Flow, Gulp, Task Runner, Task Automation, Express, SocketIO, NodeJS, SASS

**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

General Descriptions:

- Communicate with clients to identify project requirements.
- Prioritize each project module based on its technical requirements.
- Develop 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>)**

Keywords: Store locator, HTML5, CSS3, vanilla Javascript, UX Design, UI Design, Google

Maps, Geolocation.

**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.

## **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.

Topics: Database Technology, Web, Geographic Information System.

CISCO Networking Academy: Routing and Switching / Degree

2013 - 2014, DKI Jakarta

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