Fri Rasyidi

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I am a pragmatic product-development professional. For the past 8 years, I have been working on in-house teams and clients to build *useful* products using a pragmatic and mindful approach to *research*, *design*, *and develop* the solution mainly to:

- *understand* the product's users, their context, and their goals,
- conduct *experiments* to find a satisfying solution,
- ensure the solution is *sustainable*, and
- *learn* as much as possible.

Aside from proficiency in product management and design, I also have:

- proficiency in test automation using Robot Framework or Cypress,
- junior-level web development with HTML, CSS, Javascript, Typescript, Python, and
- familiarity using Mac, Linux, Git and AWS.

Notable experiences

2020–2023   ***Co-founder and Chief of Product & Development** of [**Farmacare.id**](Farmacare.id)*

I learned an even deeper awareness that to create an excellent product, understanding of design, development, and business is a must; I learned how to help my team take full ownership of their work; help them on the path to learn. I started to learn to code.

Notable achievements: From 0 to first 100 customers in a year with 0% churn despite the highly regulated and high barrier of entry in the market, quickly putting us in the radar of our competitors.

2018–2020   ***Senior UX Consultant & Interaction Designer** for [**Somia CX**](Somia CX)*

I learned and gained a lot of insights about multiple different industries' challenges and similarities; I learned facilitation and aligning multiple stakeholders from C-level to ground workers; I learned to be versatile in applying my skills in a wide array of different contexts.

Notable achievements: Trusted to handle multiple projects in solo (instead of in pair) which completed with an average score of NPS above 9—allowing the company more capacity to handle more projects and get more retained clients.

Notable clients:

2017–2018   **_Growth Product Manager_ for [HappyFresh](#)**

I learned product management and implemented my ideals here for the first time; I discovered a way to make developers feel bigger ownership of their work resulting in ideas that are far more practical and effective to help the user and business flourish.

Notable achievement: Contributes significant revenue (xx%) to the companies' quarterly, which is only feasible from the culmination of my team's work that allows the marketing and sales teams to perform significantly better.

2016–2018   **_UX UI Designer_ for [HappyFresh](#)**

I learned deeper understanding on design and development, and conducted more user research.

Notable achievement: Complete overwhelming amount of well-researched designs-tasks and spearheaded usability tests, resulting in the CTO trusting me to take a double role as UX/UI Designer and Product Management of Growth.

2015–2016   **_UX UI Designer_ for [Indonesia Untuk Dunia](#)**

I learned deeper interaction design and how to work tightly with the developers on Agile settings.

Notable achievement: Designed the interface and interaction design foundations and building blocks that are still being used for years after I left.

2014-2018   **_Manage community and meetups (volunteer)_ for [UXID](#)**

I learned the joy of helping other people to learn and grow; build connections and community management.

Notable achievement: Help the community thrive, resulting in UXID Conference 2018 to happen with a 3x larger audience and scale than the previous one.

2013-2015   **_Chief_ of Comma Coworking Space**

I learned the practical ways of managing a business, its financial, daily operational, marketing, and human resources; I also learned how to connect people and make collaboration happen!

Notable achievement: Single handedly managing the space from its marketing, daily operation, to finance—leading the community inside tight and still interacting and collaborating with each other years after I left the space.

2010-2018   **Freelance _Graphic & User Interface Designer_**

I learned how to work professionally with local and international clients, learned the fundamentals of design works, and developed care for my crafts.

2008-2011   **_Business Management Undergraduate_ at SBM-ITB**

I learned the theory on how to manage a business and make it profitable.