

Lidya Christina

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Product Management | UX Research | Functional Testing

Experienced professional with a diverse background in UX research and product management, spanning over 8 years. Transitioned due to a curiosity-driven shift into the role of a functional tester for web-based applications, bringing a unique blend of analytical skills and user-centric insights to ensure the quality and functionality of digital products.

AREAS OF EXPERTISE

- Product Management
- User-centric Research
- Quality Assurance
- Agile Methodologies
- Customer Journey Mapping
- Process Improvement
- Business/Product Analysis
- Cross-functional Collaboration
- Operational Enhancement

CAREER HIGHLIGHTS

- Spearheaded the creation and launch of a digital product empowering women in suburban Indonesia, helping them increase income and explore new opportunities.
- Delivered key insights in UX research that directly shaped marketing strategies and product development, driving market relevance and impact.
- Provided critical local insights, bridging overseas teams' understanding of the Indonesian market, enhancing product alignment with local needs.

PROFESSIONAL EXPERIENCE

Manual QA | LG CNS

Dec 2023 - Now

LG CNS provides global consulting, system construction, and operational services. As a QA for the Coretax System project, I ensure seamless business process integration and oversee functional testing to deliver a reliable tax administration system.

- Ensured seamless business process integration and functional testing for a reliable tax administration system.
- Executed precise test cases, maintaining system coverage and fostering effective team collaboration.
- Managed SIT execution, meeting project timelines and contributing to milestone achievements.
- Assisted in defect analysis and root cause investigation, working closely with team leaders for resolution.
- Enhanced transparency through daily analysis and reporting procedures.

UX Researcher | SHAREIT

Mar 2022 - Aug 2022

ShareIT is a renowned file-sharing application enabling seamless and rapid transfer of various files across different devices and platforms without internet connection.

- Enhanced usability testing plans and execution for Indonesia and Bangladesh markets, delivering over 80% actionable insights to the product and development teams for improvement.
- Designed and implemented an optimized database structure and incentive scheme, reducing administrative task completion time by 10-15%.
- Created a central SOP for managing both offline and online research activities, streamlining research operations.

UX Research Consultant | Migo Indonesia**Apr 2021 - Dec 2021**

Migo is a technology company that distributes digital products and services to mass market consumers at the local corner store through Migo Download Stations.

- Successfully executed and delivered five main research plans such as parental control research, redefining personas of their users, usability testing of new features, churn user analysis, and on-demand movie research which was used mostly as the main consideration by the product, marketing, and content team.

Process Improvement Specialist | Gojek**Oct 2018 - Jan 2018**

PT Gojek Indonesia is an on-demand multi-service platform and digital payment technology group based in Jakarta.

- Optimized tools and refined processes within the customer care unit, improving overall operational efficiency.
- Supported automation initiatives, collaborating with the operational tech team to document and communicate key requirements.
- Monitored daily floor operations to identify and address high-priority issues, ensuring smooth workflows.

Wobe Indonesia

Wobe Indonesia, a tech-driven startup, aimed to empower underprivileged women in Southeast Asia by providing them with entrepreneurial opportunities through a micro-business app. The platform enabled users to sell prepaid phone credits, electricity vouchers, and more, leveraging mobile technology to create sustainable income.

- Associate Product Manager | Wobe Indonesia**May 2017 - Aug 2018**

- Conducted comprehensive user reviews and research to gain insights into customer needs and challenges.
- Effectively communicated customer problems and field issues to guide product development initiatives.
- Identified opportunities for current and future product features, contributing to strategic planning.
- Collaborated with the product manager to enhance UI/UX design, ensuring an optimal user experience.

- Community Manager | Wobe Indonesia**Jan 2017 - April 2017**

Managed editorial calendars and monitored online conversations to foster active, engaged communities, increasing brand visibility and thought leadership through participation in key discussions.

- Management Associate | Wobe Indonesia**Nov 2014 - Dec 2016**

As a Management Associate at Wobe Indonesia, an early-stage startup empowering women entrepreneurs, I drove operational efficiency by supporting cross-functional teams in strategic initiatives. I conducted market research to uncover trends, facilitated inter-departmental communication for project alignment, and assisted in training new team members to foster a culture of continuous improvement.

EDUCATION**Junior React Native Developer | Binar Academy****Oct 2020 - Dec 2020****Bachelor of Education, Accounting | Universitas Negeri Jakarta****July 2009 - Dec 2013****PROFESSIONAL ORGANIZATIONS AND CERTIFICATES****Translator for ID | Mozilla Corporation****Aug 2016 - Now****Mozilla Representative Indonesia | Mozilla Corporation****Mar 2018 - April 2023**