Hilya Auli Fesmia
PRODUCT DESIGNER

Design Portfolio Website • +62 812 9669 7907 • hilyafesmia@gmail.com • linkedin.com/in/hilyafesmia

PROFESSIONAL EXPERIENCE

The Social Club   May 2023 – July 2024
Product Designer
- Working part-time as a designer in an early-stage startup, handling both the B2C mobile app and B2B web platform.

GudangAda   Sept 2022 – Apr 2023
Product Designer
- Collaborated with ops to streamline picking up items and returning GMV between drivers and sellers to reduce dispute numbers.
- Designed a system that allowed drivers to notify ops and BD of delayed GMV returns to reduce backfilling work by the ops team and provide faster response time to Seller complaints.
- Established the digital flow and logic for a new division renting internal fleets and drivers to external clients.

Justika   Dec 2021 – Aug 2022
Product Designer
- Revamped chatroom landing page by adding chatbot-like FAQ, improved number of paying users (NPU) by 39%.
- Revamped business landing page website layout and navigation menus, increased conversion rate (CVR) by 44%, and traffic to previously neglected pages.
- Designed a reply feature on the chatroom, adopted by 40% of the users on the first week of release, improving the overall chat consultation experience.
- Maintained Justika's design system.

SejutaCita   Jan 2021 – Nov 2021
Product Designer
- Redesigned its mobile app's overall experience, structure, and interface and improved click-through rate (CTR) by 65%.
- Constructed the design system to increase Product Design team efficiency.

EDUCATION

Universitas Indonesia, Jakarta, Indonesia   2016 – 2020
Bachelor of Computer Science, Major in Computer Science

SKILLS

- Design System
- Mobile & Web Design
- Wireframe
- Prototype

- Data Analytics
- User Research
- Problem-solving
- Figma & Sketch

- HTML & CSS
- React & Redux