

Hilya Auli Fesmia

[Design Portfolio Website](#) • [+62 851 6350 1230](#) • hilyafesmia@gmail.com • [linkedin.com/in/hilyafesmia](https://www.linkedin.com/in/hilyafesmia)

HIGHLIGHT

With over 4 years of experience, I have worked across diverse industries, including education, legal, logistics, and influencer marketing, dealing with both customer-facing and B2B platforms. My analytical skills and background in computer science allow me to translate user needs into practical and data-driven designs which improve conversion rates, engagement, and efficiency.

PROFESSIONAL EXPERIENCE

The Social Club (Influencer Marketing Agency) | **Product Designer** May 2023 – July 2024

- Designed its mobile app for influencers, improving conversion rates by up to 28%.
- Revamped the analytics dashboard to improve operational efficiency and informed strategic decision-making by providing transparent and actionable insights into influencer performance.
- Created its design system, improving design efficiency and ensuring brand consistency.
- The technology division contract was not renewed due to a pivot in business.

GudangAda (SMEs B2B Marketplace) | **Product Designer @ Logistics Tribe** Sept 2022 – Apr 2023

- 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.
- Was laid off along with the rest of the design team and the logistics division.

Justika (Legal Marketplace) | **Product Designer @ Retail Tribe** Dec 2021 – Aug 2022

- 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.
- Maintained its design system
- Was laid off due to the closure of the technology division.

SejutaCita (Education) | **Product Designer** Jan 2021 – Nov 2021

- As a solo designer, I was responsible for all aspects of product design, from constructing the design system, user research, design, and implementation.
- Redesigned its mobile app's overall experience, structure, and interface and improved click-through rate (CTR) by 65%.

Internship Experiences | **UI/UX Designer, UX Researcher, Front-end Developer** May 2018 – Aug 2019

- Dekoruma - Collaborated in designing a tracking system used by the interior design team, designed the edit profile feature and crafted empty and error pages for the marketplace.
- Bagidata - Conducted primary (quantitative, qualitative) and desk research for the Design Team
- AdaTeman - Developed company profile and CRUD system for dashboard using React Redux

EDUCATION

Universitas Indonesia, Jakarta, Indonesia 2016 – 2020

Bachelor of Computer Science, Major in Computer Science

SKILLS

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|-----------------------|------------------|-------------------|
| • Design System | • Prototype | • Problem-solving |
| • Mobile & Web Design | • Data Analytics | • Figma & Sketch |
| • Wireframe | • User Research | • HTML & CSS |