

Hilya Auli Fesmia

PRODUCT DESIGNER

[Online Portfolio](#) • [+62-812-9669-7907](#) • hilyafesmia@gmail.com • [linkedin.com/in/hilyafesmia](https://www.linkedin.com/in/hilyafesmia)

PROFESSIONAL EXPERIENCE

GudangAda

Sept 2022 – Apr 2023

Product Designer

- Collaborated with Ops to streamline the process of picking up items and returning GMV between drivers to 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 faster response time to seller complaints

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, improved the overall chat consultation experience
- Maintained Justika's design system

SejutaCita

Jan 2021 – Nov 2021

Product Designer

- Redesigned the overall experience, structure, and interface of its mobile app, improved click-through rate (CTR) by 65%
- Constructed the design system, increased Product Design team efficiency

Several Internship Experiences

May 2018 – Aug 2019

UI/UX Designer, Front-end Web Developer

- Collaborated in designing a mobile version of a tracking system used by Dekoruma's interior design team, increased the team's mobility and efficiency
- Developed overview page with graphs and CRUD system for admin to manage dataset on Bagidata's admin dashboard web using React Redux

EDUCATION

Universitas Indonesia, Jakarta, Indonesia

October 2020

Bachelor of Computer Science, Major in Computer Science

SKILLS

- | | | |
|----------------------|---------------------|----------------|
| • Data Analytics | • Prototyping | • Figma FigJam |
| • Design System | • Wireframing | • HTML CSS |
| • Mobile App Design | • Usability Testing | • React Redux |
| • Desktop Web Design | • User Research | |