

Hilya Auli Fesmia

PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

The Social Club

May 2023 – Present

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 the process of 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 faster response time to Seller complaints.
- Established the digital flow and logic for a new division renting internal fleet 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, improved 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

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