Hilya Auli Fesmia
PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

Justika   Dec 2021 – Present
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 reply feature on the chatroom, adopted by 40% of the users on the first week of release, improved overall chat consultation experience
- Maintained Justika's design system

SejutaCita   Jan 2021 – Nov 2021
Product Designer
- Redesigned 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
- Initiated the creation of the working timeline and design document for the Product Design team

Several Internship Experiences   May 2018 – Aug 2019
UI/UX Designer, Front-end Web Developer
- Designed edit profile feature on mobile and web app for Dekoruma's interior design partner
- Collaborated in designing a mobile version of a tracking system used by Dekoruma's interior design team, increasing 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
- Created a user flow to bring Uzone.id's users to Bagidata, increasing Bagidata's users until it reached 350.000

EDUCATION

Universitas Indonesia, Jakarta, Indonesia   October 2020
Bachelor of Computer Science; Major in Computer Science

SKILLS

- Data Analytics
- Design System
- Figma FigJam
- HTML5 CSS3
- Javascript
- Mobile App Design
- Prototyping
- Sketch
- Usability Testing
- User Research
- Web Design
- Wireframe