

Hilya Auli Fesmia

PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

The Social Club

May 2023 – July 2024

Product Designer

- Designed its mobile app for influencers, enabling them to seamlessly apply for jobs, complete tasks, and receive payments within a single platform.
- 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

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

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.
- Was laid off due to the closure of the technology division.

SejutaCita

Jan 2021 – Nov 2021

Product Designer

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

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 |