

# Hilya Auli Fesmia

## PRODUCT DESIGNER

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## PROFESSIONAL EXPERIENCE

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### 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

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Universitas Indonesia, Jakarta, Indonesia

October 2020

Bachelor of Computer Science; Major in Computer Science

## SKILLS

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