



Rifat Najmi

Product Designer · Design Leader

Last updated on Jan 2024.
Kindly visit rifat.id/resume
to access the recent one.

Notable Experience



Good Doctor 2023 - Now
Lead UI/UX Designer

- > Manages the Consultations, Platform, and Partner Integration squads.
- > Revamped the whole platform, from User App to Doctor Dashboard to Internal Admin Tools, within 6 months.
- > Co-creates and maintains the Design System with FE Engineers.
- > Leads a team of 3 UI Designers, 1 UX Researcher, and 1 UX Writer.



Traveloka 2021-2023
Design Lead

- > Mission Lead for Traveloka Health in Xperience design team in 2021-2022.
- > Mission Lead for Demand, Alternative Accommodations, Business Operations, and Corporate Travel missions in Accommodation. The latter got an increased GBV by 275% YoY with support from the Design team.
- > Launched a revamp project that leads to 280% of click-thru rate and 300% increase of income.
- > Contributed to the Traveloka Academy initiative by creating an e-learning course related to Product Design disciplines.
- > Acting as a design project lead with 35 projects managed in 2 years, from small to complex ones.
- > Led a team of 19 designers (Product Designers, Copywriters, and UI Engineers)



Halodoc 2020-2021
Lead UX Designer

- > Designed an insurance flow improvement that reduced expenses by 32.5%.
- > Led a revamp project resulting in increased transactions by 4% in the first 2 weeks.
- > Redesigned the coupon flows, resulting in a 67% increase in usage.
- > Led the UX Design team of 7 UX Designers.



IBM 2018-2019
Senior UX Designer

- > Handling digital transformation projects as a UX consultant for a telco client.
- > Designed wireframes, prototypes, and UI screens for a telecommunication clients as well as taking part in the design system management.
- > Designed dashboard for a mining company, including style guide and icons.
- > Exposed to Banking, Oil, and Telecommunication industries.



Gojek 2015-2018
Project Manager/Design Lead

- > Transitioned the team from Marketing to Creative Labs
- > Building the team from zero to 16 Web Designers, Engineers, QAs, and Writers.
- > Acting as a project manager and responsible for all of the Gojek's websites and microsites.
- > Led a cross-functional team to deliver and maintain 12 websites, resulting in +500.000 registered partners (GoFood, GoRide) in the first year.
- > Successfully launched the Go-Video campaign with hundreds of video submissions. Impact: Helped the Marketing team built relationship with production houses.

Other Experience



Style Theory 2020
Product Design Lead



ZebraX 2019-2020
UI/UX Design Lead



Creative HotHouse 2014-2015
Digital Designer



Seratus Company 2014
Senior Graphic Designer



eXo Digital Agency 2013-2014
Senior Graphic Designer



105.8 Lite FM Jakarta 2011-2012
Creative Designer



Contact

+62818276276
info@rifatnajmi.com
linkedin.com/in/rifatnajmi
rifatnajmi.com
(case study is available upon request)



Education

Universitas Paramadina
Bachelor of Arts
in Visual Communication Design
GPA 3.15/4.00



Certification

Ideo
> Leading Complex Projects

Google
> Mobile Sites Certification
> Google Analytics Individual Qualification

IBM
> Enterprise Design Thinking Practitioner
> Enterprise Design Thinking Co-Creator
> Enterprise Design Thinking - Team Essentials for AI

Interaction Design Foundation
> UX Management
> Web Design for Usability
> Accessibility
> Human-Computer Interaction
> Dynamic User Experience

Accenture
> Digital Skills: User Experience

University of Leeds
> Creating a Great User Experience for Mobile Apps



Skills
Accessibility
> Semantic HTML
> WCAG

Design
> Design Thinking
> Design Leadership
> UX Design
> Visual Design
> Design System
> Prototyping
> Wireframing

Development
> HTML
> CSS
> Wordpress

Tools
> Figma
> Figjam
> Sketch
> Adobe Creative Cloud
> Invision



Referees
Available upon request

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