

# Fri Rasyidi

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**I am a pragmatic human centered designer.** For the past 10 years, I have been working with in-house teams and clients to build *useful* products using a pragmatic and mindful approach by:

- *understand* the product's users, their context, and their goals,
- conduct *experiments* to find a satisfying solution,
- ensure the solution is *sustainable*, and
- *learn* as much as possible.

Aside from proficiency in product management and design, I also have:

- proficiency in test automation using Robot Framework or Cypress,
- junior-level web development with HTML, CSS, Javascript, Typescript, Python, and
- familiarity using Mac, Linux, Git and AWS.

## Notable experiences

2020–2023 **Co-founder and Chief of Product & Development of [Farmacare.id](#)**

We build SaaS (PoS and e-commerce platform) for pharmacies in Indonesia. I am responsible for the product roadmap and their implementation. I lead a team of 10 developers as product manager for 2 products, their designer, as well as automation tester.

**Skills & tools:** Product Management, Human Centered Design, Design Research, Usability Testing, Software Quality Assurance, Automation testing, Figma, Statistic, Google Analytics, AWS, Gitlab, Git Versioning, Cypress, Robot Framework, Spreadsheet, Typescript, Python, HTML, CSS, Selenium

### Notable achievements:

- **From 0 to first 100 customers in a year with 0% churn**—through research and deep understanding of the customer's needs, we're able to achieve this despite the highly regulated and high barrier of entry in the market, quickly putting us in the radar of our competitors. 4x growth in the following year.
- **Optimize stock-taking time from 1 week to 1 day with 10x accuracy**—build a feature that allows pharmacy to do their stock-taking that initially took a week to just a day with improved accuracy; this changes our customer's behavior from doing stock-taking on a 6 months-basis to monthly and some even daily.
- **Reduce the number of incidents from average 30 to 10 per sprints**—I set up our automation test that is well integrated with our CI pipeline as well as writing their codes. This improves the test coverage tremendously and reduces the number of incidents.
- **Reduce the time taken from clear problem statement to development 4x**—achieved by:
  - building a solid design system that has been iterated based on the result of usability tests conducted
  - setup a refinement process so that acceptance criteria is clear and can be tested

- assist the Customer Success and Sales team to gain clear understanding on customer goals and not just focusing on the solution
- **Product NPS above 85, 3 years straight**—our customers are less tech-savvy, but the testimonies mostly are “simple and does not require training”; this is

2018–2020 **Senior UX Consultant & Interaction Designer for [Somia CX](#)**

I work with domestic and international companies to do research and design for their products and services on a project basis. I am responsible for making sure all projects are run well and the client’s objectives are met.

Projects can be a form or a mix of:

- design research (e.g. foundational, exploratory),
- evaluatory research (e.g. usability testing), or
- coaching or teaching for practitioners to top management levels.

**Skills & tools:** Project Management, Human Centered Design, Design Research, Usability Testing, Agile, Sketch, Figma, Slides, Spreadsheet

**Notable achievements:**

*Project achievements are not sharable due to NDA.*

- **Average client’s NPS score is above 9**—contributes to client’s retention which comes back to do more research and design work with us.
- **Increase company’s capacity**—unlike other consultants, I was trusted to handle multiple projects solo (instead of in-pair), which adds the company’s capacity to get additional projects.
- **Setup internal learning cycle**—initiate a set of rituals that allows everyone in the company to reflect and learn from each other; the initiative help improve all project outcomes and consultant’s capability and still carried until today in the same format
- **Redesigned Somia CX website**—design the current Somia CX Website; making sure the value proposition are delivered properly with a standardized brand identity
- **Trusted to found a new company**—the founders trusted me enough that I was given the opportunity to found a new startup with them called Farmacare.

**Notable clients:**



2017–2018 **Growth Product Manager & UX Designer for [HappyFresh](#)**

Alongside a team of developers as well as acting both as Product Manager and Designer of the team, our focus is to assist the Marketing team to improve their conversion rate.

I request the role as I see that a lot of my work does not get developed. I see this as an opportunity to improve the process. I ended up getting the double role due to my CTO's trust in me considering my prior performance.

**Skills & tools:** Product Management, Human Centered Design, Design Research, Usability Testing, Agile, Sketch, Spreadsheet

**Notable achievement:**

- **Improve performance marketing by 75%**—achieved by:
  - building multiple deeplinks to improve customer's ads-to-purchase journey;
  - reducing affiliates fraud and optimize spending by implementing better tracking and integration;
  - alongside data-scientist, do optimization on conversion funnel via experimentation—which results also informs other designer on best practices to gain conversion
- **Reduce deeplink development time to 8x faster**—build the foundation and capabilities in the app to help marketing
- **Contributes 1/3 of 2017 revenue in 2018**—by understanding the user, build 'the promotion feature' that allows the company to secure significant deals with brands
- **Increase developer's satisfaction and optimize the development process by removing unnecessary work**—I manage the team using leaner and more just-in-time processes (closer to XP compared to mini-waterfall scrum practices that the other teams adopt).
- **Build and implement a design system for HappyFresh**—under a white-label project initiative, I build the foundation and implement a standardized design system for HappyFresh; the initiative dramatically improves design consistency and simplify code maintenance.
- **Successfully managed 3 development teams for GrabFresh**—during the integration phase, despite the tight deadline, I was trusted and successfully delivered to coordinate with the marketing and ops division and manage all client and web apps development teams to make the necessary adjustment for the integration with Grab.

2016–2018 **UX UI Designer for [HappyFresh](#)**

Responsible for providing thoughtful experiences and interface designs for mobile and web. The job requires me to translate the product manager's problem statement into design and collaborate with the developer during the development phase.

**Skills & tools:** Human Centered Design, Design Research, Usability Testing, Agile, Sketch, Slides, Spreadsheet

**Notable achievement:**

- **Spearheading in-depth research and periodical usability testing efforts**—I do in-depth research on my works that helps highlight needs to coordinate product development and different departments and setup regular usability test efforts that help identify design problem and future possible development opportunities; some examples:
  - my research on special request on their grocery item (cut 8 or 12 on chicken, fruit ripeness level, etc.) highlights the need for deeper coordination with the operational team

- usability test shows that user compare discount amount among products, giving us insight that we should change the design to make them on the same level between each product for easier scanning
- **Completed an overwhelming amount of well-researched design works**—after 6 months of my employment, I have a long list of work that the development team was unable to worked-on due to capacity which ends up freeing a lot of my time to experiment and look at the operation side.

2015–2016 **UX UI Designer for [Indonesia Untuk Dunia](#)**

Work alongside the developer team to design features on the Happy5 app. The company also initiated a new 1:1 Performance app which I helped build from scratch.

**Skills & tools:** Human Centered Design, Design Research, Usability Testing, Agile, Sketch, Adobe Illustrator, Adobe Photoshop

**Notable achievement:**

- **Finished 1st version of the Performance app on-time**—
- **Per 2019, the designed systems I built are still being used**—Designed the interface and interaction design foundations and building blocks that are still being used for years after I left.

2014–2018 **Volunteering as community manager for [UXID \(UX Indonesia\)](#)**

As a volunteer, I work with companies and community members to create a platform where everyone can learn and share with each other.

**Skills & tools:** Human Centered Design, Project Management, Slides, CSS, HTML, Community Management

**Notable achievement:**

- **8–10 meetups and gatherings per year**—keeping the community active in learning and providing a platform for practitioners to share with each other
- **UXID Conference 2018**—successfully ensuring a smooth and fun experience for UXID Conference 2018’s attendees; despite the limitation of space and a 3x larger audience and scale than the previous one

2013–2015 **Chief of Comma Coworking Space**

Single handedly managing the space from its community, marketing, daily operation, to accounting.

**Skills & tools:** Human Centered Design, Business Management, Marketing, Sales, Spreadsheet, Adobe Illustrator, Slides, Community Management

**Notable achievement:**

- **Keeping the community inside tight and alive**—even today, years after I left, the people who met in the coworking space are still interacting and collaborating with each other.

2010–2018 **Freelance Graphic & User Interface Designer**

Worked on multiple projects with domestic and international clients; such as:

- **Web localization for World Resources Institute**—help establishing WRI Indonesia’s website and localizing its content to match their program and audience in Indonesia
- **UX Expert for the Ministry of Energy’s One Map**—alongside WRI Indonesia and a GIS expert, working on an initial concept to a renewable energy availability across the Indonesian archipelago.
- **Illustrator for Blacktrend's The Web Gang Website**—Turning concept to a final website elements and illustration.

**Skills & tools:** Human Centered Design, Graphic Design, Hand Drawing, Adobe Illustrator, Adobe Photoshop, Photography, Drupal, Wordpress, Accessibility, Sketch, Slides, Balsamiq

2008-2011 ***Business Management Undergraduate at SBM-ITB***

GPA 3.44 of 4.00.