

MUHAMMAD FARID LAKSMANA

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SUMMARY

Product designer with 5 years of experience simplifying complexities and elevating user experiences Tuntun Sekuritas, Gojek, and Telkomsel. With over 10 national and international competition wins, I bring expertise in industries like agriculture, banking, insurance, gamification, and e-commerce, using creative prototyping and storytelling for impactful designs.

EXPERIENCE

TUNTUN SEKURITAS (Antai Securities Limited) Jakarta, ID
Product Designer Aug 2024 – Now

- Conducted in-depth research on user interaction within the stock purchasing system, identifying key pain points and optimizing the flow to enhance user engagement and transaction efficiency. faridlaksmmana.com/work/

IFG (INDONESIA FINANCIAL GROUP) Jakarta, ID
Product Designer Des 2023 - Jul 2024

- Spearheaded end-to-end research and UI implementation for the Super App One by IFG, culminating in the creation of an intuitive All-in-One App for Health, Insurance, and Investment Management Systems. This involved meticulous research, prototyping, and iterative design to ensure seamless UI and functionality [Project](#)
- Led a UI revamp project, redesigning key components of the application through exploration and iteration, resulting in a more intuitive, user-friendly interface that improved overall usability.

TECH IT EAZY Bandung, ID
Lead Product Designer | Product Design Consultant Nov 2021 - Now

- Successfully solved client problems through a user-centered UX approach while also spearheading end-to-end UI & UX development for renowned corporate giants like Mandiri, Kalbe, Hyundai, Sasa, Krakatau Steel and more.

TELKOMSEL (PT TELEKOMUNIKASI SELULAR) Jakarta, ID
UI/UX Designer internship Feb 2022 – Jun 2022

- Organized workshops with the WEC team, resulting in improved usability, heightened transaction awareness, and increased user satisfaction for Telkomsel's E-commerce website. [Project](#)
- Developed a flexible Content Management System (CMS) that seamlessly integrated design elements with e-commerce platforms, enhancing the overall shopping experience.

GOJEK (PT. GOJEK INDONEISA) Bandung West Java, ID
Creative Designer Nov 2020 – Dec 2021

- Designed and developed a web-based app for Gojek's Go-Menu Pascal 23 project, streamlining the ordering process and enhancing the user experience.
- Worked closely with the marketing team to implement successful campaigns for 3 Gojek events, creating an exceptional digital promotional experience as a website and creative design social media

ACHIEVEMENTS

International Runner-Up 2023 Epic Challenge Microsoft Imagine Cup / See Credential	2023
International Finalist Asian Regional / See Credential	2023
National First Runner-Up ANFORCOM UI/UX Competition / See Credential	2022
National First Runner-Up INSPACE UI/UX Competition / See Credential	2022
National Finalist ARKAVIDIA UI/UX Competition / See Credential	2022
International 3rd Winner & Best Innovations Microsoft Virtual Hackathon 2022 / See Credential	2022
National Winner IDENTIK 2021 (Selected Work) / See Credential	2022
International Runner Up India-Asean Hackathon / See Credential	2021
International 3rd Winner International ICT Innovative Services Awards Taiwan / See Credential	2020

EDUCATION

INDONESIA COMPUTER UNIVERSITY Bandung, ID
Bachelor of Science Oct 2023
Major in Computer Science;
Cumulative GPA: 3.55/4.0 Cumlaude; Rector Scholarship;

TECHNICAL SKILLS

Relevant Skills: Product Design, User Experience, User Interface Design, UCD, HTML, CSS, JavaScript.
Certifications & Training: UX designer: Digital Product Development(Skill Academy), Design Products That Users Love With Data Powered Design (Skill Academy), Foundations of User Experience UX Design (Google), Project Management - Primavera P6 Professional (Oracle), Project Management Fundamentals: Run projects effectively (Udemy) [See All Certification](#) (18 licenses & Certification)