

Muhammad Zaid Dzulfikar

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EXPERIENCE

PT Vidio Dot Com. Senior Growth Designer	Dec 2021 – Present Jakarta, Indonesia
- Conducted experiments and analysis to identify opportunities for growth retention and reduce churn, leveraging A/B testing, analysis, and user segmentation to drive data-informed design decisions. - Collaborated with data analysts and product teams to interpret findings from user behavior analytics, user segmentation, identifying patterns and trends to inform product roadmap prioritization and strategic planning. - Designed and built an exceptional user experience for end-to-end discovery and recommendation journeys, including the Homepage, Search, Category Page, My List, and Recommendation System. - Initiate the creation of Performance Review Documents for all design team members and leaders. - Initiate Individual Development Plans for all design team members and leaders - Reporting to Principal and VP Product Design - Mentored and nurtured 30++ designers and provided constructive feedback to optimize their professional growth	

PT Tokopedia. UX Designer - Buyer Growth, Loyalty, Gamification	Aug 2019 – Dec 2021 Jakarta, Indonesia
- Collaborated with cross-company product and design teams to develop the Account Linking and Status Matching initiatives for the Gojek and Tokopedia product merger. - Developed the Tokopedia points system (Tokopoints, currently Gopay coins) to improve customer retention rates and enhance the overall user experience on the platform. - Designed and implemented end-to-end loyalty experiences, including Tokopedia Rewards, TokoMember, and My Savings, to create a more compelling user experience and build customer loyalty. - Developed and managed end-to-end gamification experiences, including Referral, Quest, and Trivia, to drive user engagement and enhance overall user experience. - Utilized both qualitative research and quantitative data analysis to evaluate product performance and identify areas for further improvement.	

PT Kita Bisa Indonesia (Kitabisa.com). UI/UX Designer	Apr 2019 – Aug 2019
- Utilized testing methodologies such as VWO and Google Optimize to validate MVPs and conduct A/B testing to optimize the product for optimal user engagement. - Assumed responsibility for handling the UI/UX design process for the Donor Acquisition platform, overseeing all aspects from concept to launch.	
UX Researcher	May 2018 – Apr 2019
- Facilitate the product team in identifying opportunities for product enhancement by conducting usability tests, surveys, and in-depth interviews to validate the product. - Manage all research endeavors in the campaigner team to identify and troubleshoot issues encountered by campaigner users while utilizing the product. - Perform data analysis using Google Analytics and Hotjar to gain valuable insights.	
IT Support & GA	Sep 2017 – May 2018

EDUCATION

Telkom University Bachelor's Degree; Computer Science	2013 - 2017 Bandung, Indonesia
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ISBN BOOK PUBLICATION

Belajar UI/UX Otodidak Education	ISBN 978-623-155-467-3 2024
Kolaborasi UX Designer & Product Manager Education	ISBN 978-623-155-538-0 2024

ACHIEVEMENTS

GenAI Hackathon APAC Edition 2024 hosted by Google Cloud and Hack2Skill	Finalist Top 10 in Asia Pacific Vidio AI Chatbot
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