

FARHAN FAUZAN JAMALUDIN

Product Designer | Research, Product Development & Experimentation

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Open to relocate anywhere | Work authorization support required



PROFILE

I design products where complexity needs to feel simple. Product Designer working across consumer fintech and B2B/B2C digital products, owning problems from research and product framing through interaction design, experimentation, implementation, and post-release evaluation. I translate user behaviour, business and operational constraints, technical context, and product data into intuitive experiences, reusable systems, and measurable outcomes.

SKILLS & TOOLS

Product Design: Mobile & Web UX/UI, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, Design Systems, UX Writing

Data & Analytics: Funnel Analysis, Conversion Analysis, Quantitative & Qualitative Research, Thematic Analysis, Statistical Testing, Data-Informed Design

Research & Experimentation: HCD / Design Thinking, UX Research, Usability Testing, A/B Testing, Heuristic Evaluation, Survey Design, Workshops

Tools: Figma, Sketch, Maze, MoEngage, RStudio, SPSS, STATA, HTML, CSS, JavaScript, PHP, AI/LLM-assisted research and design workflows

WORK EXPERIENCE

Product Designer | AstraPay (Astra International Group)

2025 - Present

- Own product design across KYC/KYB, payments, cash-in, merchant onboarding, and new financial products, from discovery and problem framing through interaction design, experimentation, implementation, and post-release evaluation.
- Designed an AI-assisted merchant validation experience using a Llama model via Vertex AI, covering flows, edge cases, prompt design, and test evaluation; the release cut key mismatch remarks by 22-90% and improved approval rate by ~7% while submission remained stable.
- Owned discovery and product positioning for a new financial product, leading user research, segmentation, market benchmarking, journey exploration, and stakeholder workshops to turn an ambiguous opportunity into a clearer product direction.
- Designed and evaluated a more flexible KYC onboarding model through a 30-participant comparative usability study, translating behavioural observations and user feedback into production-ready interaction decisions.
- Initiated and led one of AstraPay's first production A/B tests for KYC onboarding, testing three variants against the legacy experience and driving ~11% peak uplift with ~5% baseline conversion improvement.
- Designed QRIS Top Up as an instant customer-presented QR cash-in journey; it became AstraPay's 2nd-highest cash-in contributor at ~9.3% share.
- Helped redesign KYB merchant onboarding, aligning customer, operational, verification, product, and technical requirements to support the acquisition of 15,000 merchants.
- Supported AI-powered OCR improvements for KYC, contributing to an estimated ~10% reduction in user edit rate and a 91% reduction in OCR cost; also facilitated an internal session on t-tests, regression, ANOVA, and significance testing.

UX Designer | Telkom Indonesia

2020 - 2021

- Designed end-to-end web experiences for Agree Market and Agree Mart, two B2B/B2C platforms supporting 300+ businesses, from research and requirements through user flows, prototypes and implementation guidance.
- Led heuristic evaluation that reduced identified usability issues by 70% and created a reusable cross-product design kit to improve consistency, governance and delivery speed.
- Created a reusable design kit to improve interface consistency and scalability across the two products.

IT Trainee | BNI New York Branch

2017

- Redesigned an internal information portal and loan checklist database through stakeholder interviews and business-requirement analysis, implemented front-end concepts with HTML, CSS and PHP.

ACADEMIC RESEARCH

MSc Human-Technology Interaction | Eindhoven University of Technology

2022 - 2024

- Thesis: The Impact of a Pedagogical Agent's Visual Presence on Learning Outcomes. Designed a 2x2 mixed-factorial HCI study with 150+ participants, analysed behavioural data and translated findings into practical design guidance.

CERTIFICATIONS

IELTS Band 7.0 / C1 (2021) | UX Fundamentals at Noble Desktop (2016)