FARHAN FAUZAN JAMALUDIN

Product Designer | Research, Product Development & Experimentation

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PROFILE

Product Designer working across consumer fintech, merchant onboarding and B2B/B2C products. I lead projects from research and product framing through UX/UI and interaction design, experiments, engineering handoff and post-launch analysis, translating user behavior, operational constraints and product metrics into measurable experiences.

SKILLS & TOOLS

Product Design: Mobile & Web UX/UI, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, Design Systems, UX Writing,
Data & Analytics: SQL / BigQuery, Funnel Analysis, Conversion Analysis, Quantitative & Qualitative Research, Thematic Analysis, Statistical Testing, Data-Informed Design, Business Analysis.

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, Data Studio, HTML, CSS, JavaScript, PHP, AI/LLM-assisted research and design workflows

WORK EXPERIENCE

Product Designer | AstraPay (Astra International Group) *2025 - Present*

- Lead product design across KYC/KYB, payments, cash-in and merchant tools, collaborating with Product, Engineering, Operations, Risk and Compliance from discovery through launch.
- Redesigned KYC as flexible KTP and Selfie tasks with Autosave and resume, validated the direction in a randomized 30-person usability study. Completion increased from 33.83% to 36.69% (+8.44% relative) across matched pre & post periods after launch.
- Designed a human-in-the-loop AI pre-check for merchant KYB, turning Llama / Vertex AI findings into non-blocking guidance. Targeted mismatch submissions fell from 54.6% to 35.0% (35.9% relative) in an observational pre & post comparison.
- Designed QRIS Top Up with a shareable, closed-amount QR and payment-state handling, the channel logged 623,275 transactions from 160,487 users, ranking #3 of 14 cash-in channels (10.61% transaction share) in 2026 YTD.
- Ran a randomized three-variant KYC messaging experiment with UX Writing and Data, variant C improved KYC starts by 1.22% versus A (Holm-adjusted p = .016), while differences in final completion were not statistically significant.
- Redesigned desktop KYB Admin Web for a program targeting 15,000 merchants, introducing eligibility-gated one-pass review, Instant Approve and exception handling in partnership with Operations and control teams.
- Worked with Engineering on a backwards-compatible Vertex AI OCR migration and editable identity prefill, enabling SIM support and an estimated 10% reduction in user edit rate.
- Conducted user interviews, segmentation and market benchmarking to shape research-led product positioning and interaction hierarchy for a linked savings product.
- Facilitated an internal research session on t-tests, regression, ANOVA, and significance testing to strengthen the use of quantitative evidence in product decisions.

UX Designer | Telkom Indonesia *2020 - 2021*

- Designed end-to-end UX for Agree Market and Agree Mart, B2B/B2C agritech platforms serving 300+ businesses, turning research, user journeys and product requirements into high-fidelity prototypes and delivery guidance.
- Led heuristic evaluation and iterations that reduced identified usability issues by approximately 70% in Agree Market, developed a reusable design kit to improve consistency across both products.

IT Trainee | BNI New York Branch *2017*

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

ACADEMIC RESEARCH

MSc Human-Technology Interaction | Eindhoven University of Technology *2022 - 2024*

- Designed and analyzed a 2×2 mixed-factorial HCI experiment (N=157) on pedagogical-agent visibility and task types; validated AI-assisted gesture scoring against manual ratings (r = .842).

CERTIFICATIONS

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