

Rifat Najmi

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Work Experiences



ZebraX User Experience Designer Lead

Tangerang Selatan, July 2019 - Now

- Diagnosed client's digital transformation needs.
- Designed dashboard and related solutions.
- Managed team competencies and plan team capacity building.

Reporting to
CEO

Managed 2 persons
1 UX Designer,
1 UX Design Intern

Industry exposure
Oil & Mining



IBM iX Senior User Experience Designer

Jakarta, July 2018 - July 2019

- Designed an end-to-end process for post-paid users for a telco's mobile app, while also mentoring the client's designers to adapt and adapt to agile and scrum method.
- Designed accessible dashboards for data visualizations for a mining company.
- Helped on several sales approaches to banking companies.

Reporting to
iX Lead

Industry exposure
Banking, Oil & Mining, Telecommunication.



Gojek Web Project Manager - Creative Labs

Jakarta, March 2018 - June 2018

- Participate in the initial conception stage with stakeholders.
- Led the design process and maintained the standards.
- Managed resources and project timelines.
- Maintained relationship with stakeholders by periodically giving project status.
- Supervised the leader of web developers and web designers.
- Was responsible for all of the GOJEK's websites.

Reporting to
SVP of Creative Labs

Managed 2 person
Lead Web Developer, Lead Web UI/UX Designer.



Gojek Lead Web UI/UX Designer

Jakarta, July 2017 - March 2018

- Led a team of UX and UI Designers.
- Designed wireframes, prototypes, interfaces, and web styleguide.

Reporting to
Web Department Manager

Managed 3 persons
2 UI Designers, 1 UX Researcher



Gojek Web Department Manager

Jakarta, August 2015 - July 2017

- Participate in the initial conception stage with stakeholders.
- Led the design process and maintained the standards.
- Managed resources and project timelines.
- Managed a team of designers, developers, and writer.
- Was responsible for all of the GOJEK's websites.

Reporting to
Brand Director (2015-2016),
CMO (2016-2017)

Managed 13 persons
5 Frontend Developers, 3 Backend Developers,
3 UI Designers, 1 QA Staff, 1 Copywriter.

Work Experiences (contd)



Creative HotHouse Technologies Digital Designer Jakarta, October 2014 - July 2015

- Designed marketing/promotion materials.
- Created illustrations, mobile apps assets, and social media contents.
- Participated in weekly creative ideation along with Country Manager and Copywriters.

Reporting to

Country Manager



Seratus Company Senior Graphic Designer Jakarta, March 2014 - October 2015

- Managed project timelines and supervised other Designers.
- Designed various medias, from websites to packagings.

Reporting to

Creative Director

Managed 4 persons

2 Graphic Designers,
2 Interns Graphic Designers

Industry exposure

Automotive, FMCG,
Technology.



eXo Digital Agency Senior Graphic Designer Jakarta, February 2013 - March 2014

- Designed Facebook apps, microsites, social media contents, and advertisement materials.
- Helped in ideation process and presenting to clients.

Reporting to

Project Manager

Industry exposure

Education, FMCG, Finance, Media.



105.8 LiteFM Jakarta Creative Designer Jakarta, February 2013 - March 2014

- Designed identities, promotion materials, social media contents, and proposals.
- Helped the team to create their own presentation materials.
- Managed the website.

Reporting to

Creative Coordinator

Other Experiences



Semesta Co-founder, Chief Design Officer Jakarta, January 2019 - Now

- Responsible for company's branding and promotion materials.
- Supervises project management.
- Managed websites, social medias, and email/communication tools.
- Continuously mentor the team to adopt design thinking method.

Reporting to

Chief Executive Officer

Managed

Creative Director



Sinergi Muda Co-founder, Creative Director Jakarta, August 2011 - December 2014

- Was responsible for all design and branding assets.
- Managed websites, social medias, and email/communication tools.
- Initiated side projects such as #BantuIndonesia, #BantuJakarta, and MUDAZine.com.

Reporting to

Chairman

Managed

A team of voluntary graphic designers.

Education



The Interaction Design Foundation

Online, 2018-Now

User Experience and Interaction Design



Universitas Paramadina

Jakarta, 2004-2011

Bachelor of Arts in Visual Communication Design

GPA: 3.14 / 4.00

Thesis: Campaign Design to Increase the Number of Visitors of Festival IYC 2011

Certification



Google - Academy for Ads

- Mobile Sites Certification
- Google Analytics Individual Qualification



IBM

- Enterprise Design Thinking Practitioner
- Enterprise Design Thinking – Team Essentials for AI



The Interaction Design Foundation

- Conducting Usability Testing
- UX Management: Strategy and Tactics
- Gestalt Psychology and Web Design
- Accessibility: How to Design for All
- Human-Computer Interaction
- Design Thinking: The Beginner's Guide
- Web Design for Usability