Rifat Najmi

Design Leader | Accessibility Advocate

Design leader with 15+ years of experience, most recently scaling product teams at Gojek, IBM, Halodoc, Traveloka, and Good Doctor. CPACC-certified accessibility advocate, embedding WCAG compliance into product workflows and driving independent initiatives recognized across government, corporate, and academic sectors.

Select Experiences

Good Doctor

Head of Product Design (2025-2026),
Lead Product Designer (2023-2025)

- Contributed to refining design system tokens and components to align with WCAG standards.
- Revamped the entire platform, including the User App, Doctor Dashboard, and Internal Admin Tools, ensuring completion within six months.

Traveloka

Design Lead (2021-2023)

- Led several Missions in the Accommodation division, achieving a 275% YoY increase in GBV with support from the Design team.
- Spearheaded a revamp project that resulted in a 280% increase in click-through rate and a 300% boost in income.
- Acted as a Design Project Lead, managing 35 projects over two years, ranging from small-scale to complex initiatives.

Halodoc

Lead UX Designer (2020-2021)

- Designed an insurance flow improvement that reduced expenses by 32.5%.
- Led a revamp project that resulted in a 4% increase in transactions within the first two weeks.

IBM

Senior UX Designer (2018-2019)

- Managed digital transformation projects for clients in industries such as telecommunications, banking, and oil/mining.
- Designed wireframes, prototypes, and UI screens for a telecommunications client, while also contributing to the management of their design system.
- Designed a dashboard for a mining company, including the creation of a style guide and icons.

Gojek

Project Manager/Design Lead (2015-2018)

- Built a team of 16 web designers, engineers, QA specialists, and UX writers from the ground up.
- As Project Manager, was responsible for all websites and microsites for Gojek.
- Led a cross-functional team to create and manage 12 websites, acquiring over 500,000 registered partners (Go-Food, Go-Ride) in the first year.

Accessibility Initiatives

PanduanWCAG.com

Founded panduanwcag.com, organically cited as a reference by practitioners across government, corporate, and academic institutions.

Aksesibel.ID

Initiated aksesibel.id as an educational platform on accessibility and disability issues, reaching more than 20,000 views in one year.

Last updated June 2026
Kindly visit rifat.id/resume to access the recent one

Contact

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Education

Universitas Paramadina

Bachelor of Arts in Visual Communication Design (GPA 3.15/4.00)

Organization

IAAP

Professional Member

Certifications

IAAP

- **Certified Professional in Accessibility Core Competencies** (CPACC) (May 2025-Jun 2028)
- **Accessibility Tester** (Jun 2026)
- **Accessible Design** (Jun 2026)

IDEO

- **Leading Complex Projects** (Feb 2023)

Google

- **Google AI Essentials** (Jul 2024)

IBM

- **Enterprise Design Thinking - Co-creator** (Jan 2021)
- **Data Science for Business** (Feb 2021)

Interaction Design Foundation

- **UX Management** (Jul 2019)
- **Accessibility** (Jan 2021)

Skills

Accessibility

- Semantic HTML
- WCAG
- Accessibility Auditing
- ARIA
- Inclusive Design

Design

- Design Thinking
- Design Leadership
- Design Management
- Design System
- UX Design
- UI/Visual Design

Web Development

- HTML
- CSS

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