



Rifat Najmi

Product Designer · Design Leader

Last updated on **August 2020**.
Kindly visit rifat.id/resume
to access the recent one.

Experience



Contact

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linkedin.com/in/rifatnajmi

rifatnajmi.com
(case study is available upon request)



Education

Universitas Paramadina

Bachelor of Arts

in Visual Communication Design

GPA 3.15/4.00



Certification

Google

- > Mobile Sites Certification
- > Google Analytics Individual Qualification

IBM

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

Interaction Design Foundation

- > UX Management
- > Web Design for Usability
- > Accessibility
- > Human-Computer Interaction
- > Dynamic User Experience
- > Conducting Usability Testing

LinkedIn

- > Universal Principles of Design
- > UX Foundations: Style Guides and Design Systems
- > Customer Experience: Journey Mapping
- > Design Thinking: Understanding the Process
- > Storytelling for Designers
- > User Experience for Web Design



Style Theory Product Design Lead Feb-Aug 2020

- > Led the Product Design team.
- > Designed team workflows and standards.
- > Planned and provided team development programs.
- > Maintained design system.
- > Reviewing team's deliverables and performances.

Manages 7 people (Designers)



ZebraX UI/UX Design Lead Jul 2019 - Jan 2020

- > Assisted Business team in proposing to 6 potential clients and designed potential solutions for the clients.

Managed 2 people (Designers)

Industries exposure: Mining, Logistic



IBM Senior UX Designer Jul 2018 - Jul 2019

- > Handling digital transformation projects as a UX consultant for a telco client.
- > Designed wireframes, prototypes, and UI screens for a telecommunication clients as well as taking part in the design system management.
- > Designed dashboard for a mining company, including style guide and icons.

Industries exposure: Banking, Oil, Telecommunication



Gojek Web Project Manager Mar-Jun 2018

- > Helped the transition from Marketing Division to Creative Labs.
- > Day-to-day activities included meeting with stakeholders, managing projects, and web QA.

Managed 7 people (Designers, Developers)

Gojek Web Design Lead Jul 2017 - Mar 2018

- > Recruited talents and leading other UI and UX Designers.
- > Standardized web design elements and successfully redesigned the websites to match the new design language.

Managed 3 people (Designers, Researchers)

Gojek Web Project Manager Aug 2015 - Jul 2017

- > Acting as a Product Owner, Product Manager, and Project Manager for the whole websites owned by the company.
- > Managed a cross-functional team and delivered and maintained 12 websites, resulting in +500.000 registered partners (GoFood, GoRide) in the first year.

Managed 13 people (Designers, Developers, QA, Writer)

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Rifat Najmi

Experience (Continued)



CHH Digital Designer Oct 2014 - Jul 2015

- > Designed marketing/promotion materials, illustrations, mobile apps assets, and social media contents.
- > Created viral memes that had been shared for +1M times to help promote the company's apps.



Seratus Company Sr Graphic Designer Mar-Oct 2014

- > Managed project timelines.
- > Led other Graphic Designers.
- > Designed various medias, from websites to packaging.

Managed 4 people (Designers)

Industries exposure: Automotive, FMCG, Non-profits



eXo Digital Sr Graphic Designer Feb 2013 - Mar 2014

- > Designed various medias, from FB apps to digital ads.
- > Designed brand identities and visual presences for sister companies (BeautyTreats).

Industries exposure: FMCG, F & B



Lite FM Creative Designer Nov 2011 - Sep 2012

- > Designed identities, promotion materials, social media contents, and proposals.
- > Produced 100+ design deliverables single-handedly within 3 months.

Activities & Volunteering (Selected)



ADPList Design Mentor May 2020 - Now

- > Amazing Design People List (ADPList) is a directory of designers available to hire, design mentors, and design opportunities, currently being supported by Invision.
- > As a Design Mentor, I mentored designers to grow their career and discussing anything related to the design field. I have 3 mentees as of May 2020.



KawalCOVID19 Designer Mar 2020 - Now

- > Redesigned the website and created basic styleguide that being applied to 5+ projects.
- > Proactively secured the tool donation from Figma worth USD 5.000.



Indonesian Youth Conference Jun 2009 - Now

- > Being the "go-to-guy" for anything, from creative to strategic area.
- > Created the ticketing system that was being used to process +15.000 tickets within 7 years.
- > Created the volunteer application system that was being used to process +10.000 applicants within 7 years.



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Skills

Design

- > Design Thinking
- > Design Leadership
- > Visual Design
- > UX Design
- > Prototyping
- > Wireframing
- > Typography
- > Branding

Development

- > HTML
- > CSS
- > Wordpress

Tools

- > Figma
- > Sketch
- > Adobe Creative Cloud
- > Invision
- > Abstract
- > Jira
- > Confluence
- > Notion
- > Miro



Referees

Ben Kim

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Satya Gumilang

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Fahry Aritianta

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