

# Hendri Lubis

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I'm a digital product designer from Indonesia. I design products and experiences that help people discover the world around them.

## EXPERIENCE

### Careem (an UBER company)

Sr. Product Designer / June 2022 – August 2022 / Dubai

Working inside the platform team to ensure all the cross product has the same experience, and also help the team with the cross-selling on the main products (Ride, Food and Groceries). Working on the initiative of unifying the activities from all the product inside careem, to make it easier for users to find any activity they have also to help the business team on the opportunity to cross-sell others product.

### Gojek

Sr. Product Designer / 2020 – 2022 / Jakarta

Led design strategy of one pod that consist of 4 products. I've led design projects from discovery to execution, working closely with research, ux writer, PM and engineer, as well as business stakeholders. Some of the projects I owned included:

- Improve the the flow and step of midtrans (payment gateway) merchant onboarding. Post release, we improved the conversion rate of total successful registration to total onboarded from **11.38% (W1 Dec 2020) to 31.13% (W3 Jan 2021)** while reducing the average time taken to onboard from **2.01 day (W1 Dec 2020) to 1.07 day (W3 Jan 2021)** 🚀
- Working on initiative to help operation team secured the deduction money from merchant, by designing the new merchant payout system from auto-payout to manual payout. During the pilot release for 2 months to 1645 merchant, only **5.89% (97 merchants)** was asking to revert back to the manual payout system, and increased the average balance in merchant wallet from IDR 200.000 to **IDR 572.700 - 1.300.000**.
- Work on initiative to centralize the reporting & analytics for the merchant. The previous condition was, every products such as ads & promo, food, mart, and operation has their own reporting feature and email that sent to the merchant, make it confused for the users to find relevant data point.
- Become interim manager for 5 months before leaving company. Helping the team to have a regular design review & critiques, regular 1on1 meetings with the design team and research team.

### OnlinePajak

Sr. UX Designer / 2018 – 2020 / Jakarta

My main task was to conducted user research & user test, create user flow, wireframe, visual design, design system, and prototypes. In the mission of making it easier for users to pay tax in Indonesia through a SASS.

During my time I contributed to severals project including:

- Help the team to increase the **user acquisition by 50%**, decrease the completion time of filling the invoice form from **16.6 minutes to 11.2 minutes**, & reduce the ticket that raised to support team by **30% regarding filling the invoice form**.
- Creating the design system to make it easier for other designers and also developers to have a consistent design inside the apps. This also including testing it to the users with usability test also with A/B testing.
- Work on the initiative to redesigning the whole application using the new design system, to make it more consistent between products inside the apps and to improve the readability of the apps.
- Establish the design process for all the products and also negotiate to stakeholder about those process.

### Global Pay Indonesia ( UangKu / Cashbac )

UX/UI Designer Lead / 2017 – 2018 / Jakarta

As one of the early designers at Global Pay Indonesia, I had the chance to lead 3 designers and also to work on a range of high impact products. Some of the projects I owned included:

- **UangKu**

Is a wallet app that serve more than 500.000 users and small merchants, helping the users buy and pay to the small merchant using direct account transfer or QR code. The product now being acquired by Traveloka.

- **Cashbac**

Is a deals apps that the more users make a transaction the more cashback they get. work closely with the business team to understand what is the need of the merchants for merchant portal and with researchers to define the best experience for the users.

## EDUCATION

### Indonesia Univercity of Education

Bachelor of Computer Science  
2009 - 2013

## TOOLS

- **Figma** | **Sketchapp**
- **Google Optimize**
- **Google Analytics**
- **Mixpanel** | **Hotjar**
- **Confluence** | **JIRA** | **Asana**