

Faizal Musafar

Indonesia • faizal.musafar@gmail.com • +6281 999 735 755 • [linkedin.com/in/faizal-musafar-85274490](https://www.linkedin.com/in/faizal-musafar-85274490)

God created me to help and influence others to also help one another so that a **circle of empowerment and empathy** can emerge and grow. To build that world, I use all of my **strength and resources** to assist the people around me. Currently, I have chosen to be a **Product Designer (it has been 10 years now!)** as my day-to-day job, helping people find and solve their problems by using the **tools I know best**. In addition to being a **Product Designer**, I can also assist you as a **Web Programmer, Product Manager, Musician, Coffee Maker**, or simply as a **friend to talk to**

SKILLS

Design: UI & UX Design, UX Research, Customer Experience Analysis, Product Management, Jobs-To-Be-Done Framework

Programming: HTML, CSS / SASS / SCSS, JQuery, Javascript, Django

Soft Skills: Public Speaking, Logical & Critical Thinking, Team Management, Team Building, Mentoring

WORK EXPERIENCE

Senior Product Designer

Jan 2025 - Present

Cartrack

Singapore (Remote)

- Led the design of Cartrack AI, enabling fleet managers to retrieve fleet insights significantly faster through an intuitive AI-powered chat interface embedded in the Fleetweb platform.
- Expanded Cartrack's addressable market by designing the OEM Self-Onboarding flow, allowing customers with built-in vehicle telematics to onboard and activate their fleet without additional hardware installation.
- Elevated customer vehicle security by designing the Auto CarWatch feature, enabling automatic arming and disarming of vehicle protection based on phone and vehicle location.
- Improved driver data accuracy and governance by designing the Driver Merge feature, eliminating duplicate records between regular and delivery driver databases across the platform.
- Reduced time for delivery drivers to complete jobs by designing the Bulk Complete Items feature, minimizing repetitive manual actions during task completion.
- Contributed to winning Cartrack's first Delivery customer in Vietnam with potential 400+ fitments, through a series of Delivery feature improvements that directly influenced the sales outcome.

Senior/Lead Product Designer

Mar 2023 - Aug 2024

NodeFlair

Singapore (Remote)

- Minimize the time required for users to navigate the website by revamping the entire platform, resulting in a 3.5x increase in user sessions.
- Increase the number of high-quality resumes submitted by creating tools like a resume builder and resume checker, contributing to a 100x growth in monthly CV collections.
- Minimize the effort needed to manage multiple projects concurrently by effectively handling various projects simultaneously, ensuring timely and organized delivery.
- Increase the consistency across all product interfaces by developing and implementing a design system that streamlined the design process.
- Increase the accuracy of product decisions through self-initiated user testing, ensuring our products align with user expectations and needs.
- Increase the accessibility of the platform for Indonesian & Vietnamese users by leading localization efforts (i18n), expanding reach and usability within the Indonesian & Vietnamese market.

Senior Product Designer

Aug 2021 - Nov 2022

Lummo

Jakarta, Indonesia

- Increase LummoSHOP New Active Merchants by 32% by implementing Merchant Referral Program.
- Reduce time to Aha moment for LummoSHOP users by introducing the trial mode.
- Reduce OTP error events from 130 to 11 errors/week for LummoSHOP users by identifying and simplifying user onboarding flow.
- Reduce time to activate from 1 month to 6-7 days for new LummoSHOP users by enhancing First Time User Experience.
- Enhance User Experiences by building new Information Architecture for LummoSHOP.
- Help the company to build new branding (from Bukukas to Lummo) from the Product Design side by working on the new Design System that aligns with the company's brand guidelines.
- Building Lummo Design team by leading the Spark Joy and Technical Expertise Pillars.

Customer Experience Design Manager

Jan 2020 - Jul 2021

Smartfren

Jakarta, Indonesia

- Increase the customer lifetime value (CLV) by 30% by implementing gamification features in the MySmartfren app based on customer behavior analysis.
- Increase the number of monthly active users (MAU) by 20% by revamping the MySmartfren app to better align with user needs and preferences.
- Minimize the time and complexity required for product management by introducing the agile process, streamlining workflows and enhancing team efficiency across the organization.
- Decrease the time taken by UI/UX designers to move from concept to implementation by creating multiple low-fidelity design options based on customer experience analysis, allowing designers to focus on execution rather than preliminary analysis.

Head of Design

Sep 2018 - Sep 2019

Ragamindo

Yogyakarta, Indonesia

- Responsible for developing and managing all aspects of Ragamindo's designs and creative output (UI/UX, Graphic Design, Material Design, Print Design, Logo, Typography, etc.).
- Ensure that design and creative deliverables are aligned with expectations and executed within budget and timelines.
- Guide the entire design process through to completion by presenting to stakeholders and collaborating with developers to ensure accurate implementation.
- Build the design team from scratch, expanding from 2 to 8 designers and researchers in 10 months.
- Mentor junior designers and researchers.

Lead UI/UX Designer

Jan 2018 - Sep 2018

Karir.com

Yogyakarta

- Constructed a comprehensive design system that enhanced frontend engineers' implementation efficiency and reduce development time.
- Revamped the mobile web version to improve user-friendliness, leading to a 25% increase in user engagement and a 15% decrease in bounce rate.

Frontend Engineer

Aug 2016 - Dec 2017

Karir.com

Yogyakarta, Indonesia

- Improved team collaboration and knowledge sharing by introducing collaborative tools and conducting regular knowledge-sharing sessions, resulting in a 30% decrease in siloed work.
- Reduced the website's loading time by 50% through optimizing image assets and implementing lazy loading techniques, leading to improved user experience and a 15% decrease in bounce rate.
- Collaborated with product managers and designers to translate requirements into technical specifications, ensuring timely and successful project deliveries.

EDUCATION

Bachelor of Computer Science

Sep 2010 - Aug 2016

Universitas Gadjah Mada

- **Vice President of Himakom** from 2012-2013
- **Created and managed Himakom Radio**, an online streaming platform to accompany Computer Science students during assignments, fostering a sense of community and companionship among often introverted peers

LANGUAGES

Bahasa Indonesia (Native proficiency) • **Basa Jawa** (Native proficiency) • **English** (Professional working proficiency)

REFERENCES

Edmund Goh (Eddy was my direct manager at Lummo) • edmundgoh@gmail.com

Aji Purwoseputro (Aji was my peer at Smartfren) • ajipurwoseputro@gmail.com

Gilang Putera Mahardika (Gilang was my direct manager at Karir.com) • gilangpm@gmail.com

Adrian Goh Jun Wei (Adrian was my direct manager at NodeFlair) • hello@adriangohjw.com

Benyamin Prasetyo (Ben is my Product Manager at Cartrack) • -

Jia Yi Chow (Jia Yi was my direct manager at Cartrack) • -