Farandi Hafid

Senior Product Designer • Jakarta, Indonesia (UTC+7)
farandi.hafid@gmail.com • linkedin.com/in/farandihafid • farandihafid.com

SUMMARY

Senior Product Designer with 8+ years in product design, 4+ focused on regulated financial products: insurance buying journeys, P2P lending, and B2B fintech across Indonesia, the Philippines, and Singapore. Former design lead of teams up to 9, now hands-on IC.

EXPERIENCE

Senior Product Designer
October 2025 - October 2026

SPH Media • Singapore (Remote)

- **Design strategy & execution:** Owned end-to-end design strategy for a high-priority revenue initiative (interstitial ad feature), collaborating directly with PMs from problem framing through prototype delivery.
- **UX diagnostics & resolution:** Diagnosed ads as the top complaint category, flagged by 10% of monthly survey respondents for 3 consecutive months. Used AI prototyping to align stakeholders in 1 day and shipped a progress bar and countdown. Reducing monthly ad complaints from 8 to 1.
- **Design system improvement:** Proposed the Tier 2 token categorisation adopted into SPH's multi-brand design system serving 14 brand modes through a 3-tier token architecture.

Senior Product Designer
December 2023 - October 2025

Oona Insurance • Singapore (Remote)

- **Conversion funnel optimization:** Uncovered price uncertainty as the primary D2C funnel drop-off barrier through analytics; designed a persistent live quotation anchored to navigation, **reducing first-page checkout drop-off from 60% to 42%**.
- **Enterprise tool redesign:** Redesigned the regional agent sales tool around spreadsheet workflows, **cutting average quote creation time from 27 minutes to 11 minutes**.
- **Design system integration:** Built a design system that integrated MUI as the core UI kit, **reducing design-to-development handoff time by 50%**.

Senior Product Designer (Freelance)
June 2023 - December 2023

Self-employed • Jakarta, Indonesia

- Delivered end-to-end product design for a state-owned enterprise client through Flolab (design agency), from brief to final handoff.
- Delivered website revamp for a property rent service client in Singapore.

Senior Product Designer
September 2022 - June 2023

RaraNow • Jakarta, Indonesia

- **Operations workflow redesign:** Designed a mobile app shifting batch delivery management from central operations to field couriers, driving a **30% increase in successful order deliveries**.
- **Merchant logistics:** Redesigned the merchant (social seller) mobile app to support Cash-On-Delivery (COD) and package management, **reducing manual operations team interventions by 50%**.

Head of Design
March 2022 - June 2022

Sinbad • Jakarta, Indonesia

- **Product and design workflow improvement:** Restructured PM and designer collaboration and introduced a research workflow adopted across product teams.
- **Team leadership and delivery:** Led a team of 1 design lead, 6 product designers, 1 UX writer, 1 visual designer to ship two main products: purchaser agent and e-commerce.

Product Design Lead
November 2021 - March 2022

LinkAja • Jakarta, Indonesia

- **Team leadership and delivery:** Led a team of 6 product designers to ship new features across three enterprise B2B products (sharia merchant, boarding school payment, government social-aid disbursement).

Product Design Lead
June 2020 - November 2021

TaniFund • Jakarta, Indonesia

- **Product optimization:** Redesigned the lender app journey from discovery to checkout, **reducing funding completion time by 40%** and introducing crowdfunding threshold indicators for first-time investors.
- **Team leadership and delivery:** Led 3 product designers, 1 UX researcher, 1 visual designer and 1 UX writer across the lender app, field-agent tools, and internal CMS.
- **Field validation and cost reduction:** Led a 2-day field study with farming communities that redirected strategy from a web portal to WhatsApp chat bot, avoiding ~3 months of build; 3 of the first 10 new projects came via WhatsApp.

Senior Product Designer
June 2019 - June 2020

The Shonet • Jakarta, Indonesia

UI/UX Designer
July 2018 - July 2019

CROWDE • Jakarta, Indonesia

KEY COMPETENCIES & SKILLS

- **UX/UI design:** End-to-end product design, design system management, AI-assisted prototyping, Information architecture, interaction design.
- **Research & strategy:** Product discovery, UX research, A/B testing, usability testing, data analysis
- **Domain expertise:** Insurtech (D2C & Agent Tools), P2P lending, logistics, regulated fintech
- **Tools:** Figma, AI agents (Claude, Gemini), Hotjar, PostHog, Lookback, Jira

EDUCATION

Bachelor of Engineering (S.T.), Architectural Engineering
2013 - 2017

Universitas Brawijaya • Malang, Indonesia
Thesis: "The Influence of Interior Design on Place Attachment in Coffee Shops." Mixed-methods research (survey, n=80 + 8 user interviews) and behavioral mapping of seating preferences by time of day.

LANGUAGE

English (Professional) • Bahasa Indonesia (Native) • Spanish (Basic)