TYAS KUSUMA HANDAYANI

SENIOR PRODUCT DESIGNER

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PROFILE

A generalist product designer who is highly skilled in driving product design based on data, business, and user needs.
Have a good understanding on technical background.

EDUCATION

Universitas Indonesia
2012 - 2016
Bachelor of Computer Science
GPA 3.55 out of 4

VOLUNTEER

Product Design Mentor at
1000 Startup Digital Indonesia
2018

A government program with goal to produce 1000 tech startups to solve problems in Indonesia. Actively coached many startups about product design to sharpen their business model

AWARDS & HONOR

Gemastik (National IT Competition in Indonesia)
2014 - 2015
Runner up position on UX Design Competition, Gemastik 7 2014
Top 10 finalist of Data Mining Competition, Gemastik 8 2015

TOOLS

Figma, Sketch, Axure, Zeplin, InvisionApp, and MarvelApp

WORK EXPERIENCE

Evermos   Jul 2023 - Now
Senior UI/UX Designer   Jakarta, Indonesia

- Handling fascinating problems related to Reseller experience journey from onboarding to reseller product discovery. Handling product for Muslim brand community - designed and delivered islamic ebook purchase.
- Responsible for customer facing product, design system, and conduct usability testing and user interview for testing the product concept.
- Leading experimental design solutions based on behavioural science and social science theory.
- Driving product strategy with Product Managers through AB test experiments and product concepts to find the right product market fit.
- Collaborating with business stakeholders & researcher to study Indonesia's reseller behaviour and helping them to maximize their potential to earn extra income for supporting their family.
- Collaborating with Engineers, Data Analysts, Community, and Marketing in the product development cycle.

PropertyGuru Group   Jul 2019 - Jul 2023
Product Designer   Singapore

- Designed property search experience and conversion experiments on customer facing product for Singapore, Malaysia, Indonesia, and Thailand markets.
- Led a few of complex projects such as property search & filter revamp (all markets), search by MRT (Singapore) and GuruLens (search property using augmented reality)
- Conducted research such as usability testing and interview for collecting insights and validating the product
- Used user qualitative data and quantitative data to make a design decision
- Collaborated with stakeholders, such as Engineers, Product Manager, Data Analyst, and Marketing in product development cycle.

Sorabel.com : Previously Sale Stock   Sep 2015 - Jun 2016
Product Designer .   Jakarta, Indonesia

Blibli.com, Cermati   Jun 2015 - Jul 2016
UX Designer/Researcher Intern   Jakarta, Indonesia