

TYAS KUSUMA HANDAYANI

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

PropertyGuru Group

Jul 2019 - Present

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.

Highlights

- Increased conversion rate (numbers of lead) about ~25% on iOS and ~4% on website and mobile website by adding a new way of search, search by MRT (Singapore).
- Managed to increase usage rate about ~5% by improving GuruLens (searching property with Augmented Reality)

Sorabel.com : Previously Sale Stock

Aug 2016 - Jun 2019

Product Designer

Jakarta, Indonesia

- Led complex design projects to improve shopping experience in website/app based on data, business, and user needs
- Conducted continuous user research, synthesized new insights from users, and explored new opportunities
- Synthesized quantitative data and drove the actionable items
- Contributed to centralized design system
- Collaborated with stakeholders, such as Product Analyst, Engineer, Marketing, Merchandising, and Finance to drive solution

Highlights

- Decreased customer complaints about unclear delivery issues to ~31% by improving the delivery tracking status
- Increased order conversion by 5.52% by redesigning new category page using cluster way-finding approach

Blibli.com

Sep 2015 - Jun 2016

UX Designer Intern

Jakarta, Indonesia

Cermati

Jun 2015 - Aug 2015

UX Designer/Researcher Intern

Jakarta, Indonesia