ABDULFAKHMI ALFAUZI

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UI/UX designer with 5+ years of experience designing interfaces. Currently, I am designing solutions for TEMPO digital services. Previously, I designed for Talentics and Sekolah.mu.

Lately, I have been actively exploring the use of AI in workflow development and digital product creation, including:
1. CMS TEMPO — Developing an end-to-end system for article production and publication using Figma Make and Claude.

2. Inside Semarang — Building Inside Semarang, one place that answers “what’s there to do in Semarang?”: food, souvenirs, attractions, events, communities, and weather. Free at insidesemarang.web.id

2. AI Content Generator — Developing a figma plugin to automatically filled image and text content using Figma Agents

Experience

Tempo - **Indonesian** 2023.01 - Present

UI/UX Designer

Indonesia's Latest News Site, Presenting Today's News

- Increased the digital subscription conversion rate by 108% by optimizing the sales funnel and redesigning the checkout process.
- Revamped ad slot layout, increasing revenue by 36.8%, CTR by 34%, pageviews by 14%, and impressions by 12.9%, optimizing overall ad performance.
- Elevated monthly active subscribers by 37.11% and total transactions by 96.76% through the revamp of Tempo's Website and Mobile
- Developed 5+ vertical platforms (Cantika, Gooto, Teras, Indonesiana, Lapor Tempo etc.) and collaborated with cross-functional teams to align with business goals.
- Built 1 unified design system to maintain interface consistency across multiple devices and platforms.

Talentics - **Indonesian** 2022.03 - 2023.01

UI/UX Designer

Talentics is Indonesia's leading assessment and people analytics platform. We help partners drive business outcomes by utilizing deep insight into people's performance.

- Designed and implemented the assessment test page with several clients of up to 100+ companies.
- Identified and analyzed UX issues, providing detailed reports to the design team, leading to the successful revamp of 3+ key features.
- Translated complex requirements into high-fidelity designs, improving usability and streamlining the user journey across 3+ interfaces
- Actively participated in design critiques, giving and receiving actionable feedback that enhanced UI consistency and interaction flow
- Contributed to the improvement, implementation, and maintenance of the talentics design system

Sekolah.mu - **Indonesian** 2021.08 - 2022.10

UI Designer

Sekolah. mu is the first education platform with a blended learning system in Indonesia. Sekolah.mu prioritized personalization and collaboration concepts to reach its vision: “Collaboration for The Future of Education in Indonesia.”

- Refined the learning page layout, leading to an 84.4% improvement in user experience.
- Optimized the learning management dashboard, enabling 1,000+ teachers to engage with 5 million students.

- Grew weekly active learning user on average 70% since improvement and redesign.
- Coordinated with 4 divisions (Business, Design, Product, and Engineering) to develop a learning page in 10 months
- Implementing 100+ user insights into design improvements that enhanced user experience and reduced friction points

Education

Universitas Diponegoro - **Semarang** 2016.08 - 2020.12

Bachelor of Economics, 3.53/4.00

Google : Foundation of User Experience Design - **United State** 2021.03 - 2021.04

Certificate in UX Design Fundamental

Become UX Expert from Scratch Bootcamp - **Bandung** 2021.06 - 2021.08

Certificate in UI/UX Design

UX Design Bootcamp by Sanbercode - **Bandung** 2021.04 - 2021.05

Certificate in UI/UX Design

Skills

- **Skills** (2026): Claude, Claude Code, Gemini, Prompt Engineering, Figma, Figma Automation, UI Design, UX Research, Interaction Design, Design Systems, Usability & Accessibility, User Analytics, Design Engineering, Design Handoff & Implementation, B2B / Enterprise, Collaboration, Problem-Solving & Critical Thinking.