Ilham Rizky Akbar

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About Me

I am a user-focused professional with a Computer Science background and 5+ years of experience as a Product Designer, eager to transition into a Data Analyst role. At LOKET, I reframed LOKET X into an event companion, increasing event-detail visits by 67% and discovery-driven ticket conversions by 37% within 3 months. Working with research findings and product metrics made me want to understand data more deeply, which led me to join RevoU's Full Stack Data Analytics program. My Computer Science background gives me a foundation in Python and structured problem-solving, while product design taught me to understand the users behind the numbers and present findings teams can act on. I am excited to bring this mix into a Data Analyst role.

Education

University of Indonesia **Jul 2016 - Aug 2020**
Bachelor, Computer Science

RevoU Full Stack Data Analytics **Jun 2026 - Sep 2026**
Bootcamp

Working Experiences

Project-Based Product Designer | AIA Indonesia **Jul 2026 - Sep 2026**

- Led end-to-end UX/UI design for the AIA Syariah spin-off using user journey mapping, wireframing, and prototyping, delivering 100% of the 3 planned business flows within the 3-month project timeline.
- Standardized UI components and interaction patterns across customer and agent applications through design system development, achieving 100% design consistency across 2 mobile applications in collaboration with 3 Product Managers and 2 Engineers.
- Translated business requirements into user flows and interactive prototypes through workflow mapping and design validation, achieving 100% coverage of the defined customer and agent application requirements.

Product Designer | loket.com **Jun 2024 - May 2026**

- Identified and addressed LOKET X's product positioning gap through user behavior analysis and product strategy refinement, repositioning the platform as an event companion and increasing event-detail visits by 67% and discovery-driven ticket conversions by 37% within 3 months of release.
- Led end-to-end product design for the LOKET Screen mobile application using user-centered design, workflow mapping, and prototyping, achieving 10,000+ downloads, a 4.5/5 Play Store rating, and zero UX-related support complaints after launch.
- Designed Craftor, an event check-in platform, by mapping event registration workflows and implementing offline QR code scanning, supporting approximately 700 attendees across 3 events while maintaining check-in operations during internet disruptions.
- Established a centralized design system using reusable UI components and standardized design guidelines, developing 60+ components adopted across 6 LOKET products to improve design consistency and reduce duplicated UI development efforts.

UI/UX Designer | Eventori **Apr 2021 - Jun 2024**

- Conducted UX research by analyzing approximately 30 user interviews and 100+ survey responses, identifying 4 major usability issues and redesigning the Eventori Super App to reduce registration steps by 25–37.5%, from 8 steps to 5–6 depending on user roles.
- Unified tiketbox.com and the Eventori mobile application through cross-platform UX design and standardized user journey mapping, establishing 100% consistency in ticket purchasing workflows across 2 digital platforms.
- Modernized approximately 20 legacy web pages through iterative UI redesign, responsive design techniques, and design system implementation, achieving 100% mobile responsiveness across the redesigned pages.

UI/UX Developer | BFI Technologies **Sep 2020 - Mar 2021**

- Owned the redesign of most of BFI Technologies' product portfolio as the sole designer, managing scope, priorities, and stakeholder expectations end-to-end to complete the work within 7 months.
- Implemented redesigned interfaces directly in WordPress and Python, delivering responsive, pixel-perfect builds across all redesigned products.

Skills

Hard Skills: Data Cleaning, Exploratory Data Analysis, Data Visualization & Dashboarding, Customer Segmentation (K-Means Clustering), Problem Structuring (SMART, MECE Issue Trees), Hypothesis & Metric Definition, Stakeholder Mapping (DARCI)

Soft Skills: Analytical Thinking, Problem Solving, Stakeholder Management, Cross-functional Collaboration, Storytelling & Presentation

Tools: Python (pandas, scikit-learn), SQL (Google BigQuery), Tableau, Google Colab, Google Slides, Figma

Languages: Indonesian, English