

Rizha Teuku

Senior Product Designer

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Experience

Senior Product Designer - Gojek

June 2022 - Present / Jakarta, Indonesia

The domain expert across GoFood's core consumer surfaces — booking (home & checkout), post-booking (active order tracking), and fulfillment side of things.

- Drove ~\$24.57M in revenue designing Express and Flash (15-min delivery) from concept to scale — Flash now at 2.7M completed orders with sustained 10% MoM growth.
- Shipped Express Mode M3, a smart-default personalization system that lifted adoption +17.32% with no drop in checkout conversion — generating ~\$13.5M over 12 months across ~200K daily checkouts.
- Led the Checkout Revamp end-to-end, unifying four product streams under a single information architecture and shipping an upfront promo bar that closed a 40% non-redemption gap.
- Designed GoFood's gifting experience — curated dish collections with improved tagging and a contextual checkout nudge surfacing e-card and ETA sharing — driving +68% YoY checkout contribution, +47% YoY MTU contribution, and +29% YoY feature adoption at checkout.
- Pioneered AI-assisted design workflows at GoFood by co-building a Gemini-powered image generation tool for cuisine imagery, then driving adoption across multiple product teams through internal enablement.
- Authored GoFood's Quick Delivery Product Principles and led cross-functional workshops (annual planning, Checkout Revamp, Home Vision) that shaped product direction beyond design org scope.

Chief Product Officer, Co-founder - Flick

August 2018 - April 2022 / Jakarta, Indonesia

Flick is a pre-seed startup focusing on hyperautomation technology to revolutionize the effectiveness of business processes of restaurants. We've helped 700+ merchants to be more efficient in their day-to-day business process.

- Defined and developed the brand/product identity and vision
- Set up Objective & Key Results (OKR) system within the company
- Developed Flick's design system
- Designed the product's pixel-perfect visual and experience from scratch
- Scaled the product team from just 1 person to 5 persons
- Initiated and led the growth team with all divisions representatives and run 5+ initiatives per 2 weeks
- Boosted 43% more of contactless order transaction since growth team being initiated
- Acquired 700+ merchants with 8.0 NPS Score per December 2021

Design Principal - Smesta Creative Lab

March 2021 - Present / Jakarta, Indonesia

Smesta is a creative design agency to help people and businesses deliver clear message and value through design. An agency that is experienced at brand building, UI/UX design, social media strategy, and many more

- Directed the project team's creative & design process to solve clients' problems
- Developing ideas for clients' advertising or promotional campaigns
- Handled 3-4 clients per month
- Won 2 out of 4 big project tenders through story-telling pitch (BJB Precious, Trisakti University)

Freelance UI/UX Designer - Zhoonagy Design

March 2016 - March 2021 / Jakarta, Indonesia

A growing freelancing design career, handling from brand building to UI/UX designing

- Brand consultation and creation for institutions and companies
- Produced and directed award-winning short films (FLS2N 2016, Moonzher Cup 2017)
- Designing User Interface & Experiences for tech startups and software houses (10+ projects)

Education

Bachelor's Degree, Social Science - Universitas Indonesia

2022 / Depok, Indonesia

Language

Bahasa, English

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Motion design,
Design systems,
Branding,
Framework system

Research & Manage

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis,
Tree testing,
A/B Testing,
Agile Development,
SQL,
Github

Tools

Design

Figma, Adobe XD,
Sketch, Miro, inVision,
ProtoPie, Keynote,
Zeplin, Photoshop,
Illustrator, After Effects,
Premiere Pro

Research

Tableau, Hotjar, Google
Optimize, Google
Analytics, Lookback,
Optimal Workshop,
Mixpanel, Firebase

Product / Project Management

Lark, Jira, Trello,
Smartsheet, Slack,
Notion, ClickUp