

MOHAMMAD JEFRI RYNALDI

UX & PRODUCT RESEARCHER

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Portfolio :

mjefrir.my.canva.site

SUMMARY

Product UX Researcher with 6+ years of experience leading end to end UX research across enterprise banking, national healthcare, automotive marketplace, logistics, and learning management products.

Partner with Product Managers, Designers, Data Analyst, Engineers, and Business stakeholders to reduce product uncertainty through evidence based research. Experienced in transforming complex user problems into product decisions that improve customer experience, validate product direction, and support business outcomes.

Contributed to digital products serving enterprise customers, healthcare professionals, corporate clients, and millions of Indonesian citizens.

EXPERIENCE

PT. Bank Rakyat Indonesia (Outsourced from Entrust Digital) JULY 2025- PRESENT

UX Researcher

Enterprise Banking Products: QLola, BRIAPI Developer Portal, BRIAPI Spot

- Led end-to-end UX research across discovery, validation, and evaluation phases for BRI's enterprise banking ecosystem.
- Conducted qualitative & quantitative research with corporate customers and Relationship Managers to uncover complex financial workflows and operational pain points.
- Evaluated complex enterprise banking workflows including Cash Management, Payroll, Billing, FX, Government Payments, and API services
- Translated research findings into actionable recommendations that informed feature prioritization, interaction design, and product improvements across QLola and BRIAPI.
- Built an AI-powered research repository using AI-assisted development to centralize research knowledge, improve insight discoverability, and reduce duplicated research efforts across product teams.

Digital Transformation Office, Ministry of Health

APRIL 2023-
DESEMBER 2024

Product Researcher

National Healthcare (GovTech) Products: SATUSEHAT Mobile, Electronic Medical Record Portal

- Spearheaded UX research supporting Indonesia's national digital healthcare transformation across citizen and healthcare professional platforms.
- Executed research with citizens and healthcare professionals to understand healthcare journeys and clinical workflows
- Validated new healthcare experiences including medication reminders, mental health screening, immunization integration, and electronic medical records.
- Improved SATUSEHAT Mobile information architecture through Card Sorting and Tree Testing to create a more intuitive navigation experience.
- Research findings influenced product strategy, interoperability initiatives, feature implementation, and pilot deployment of the Electronic Medical Record Portal across Ministry of Health hospitals.

Moladin

Researcher

MARCH 2022-
FEBRUARY 2023

Used Car Platform Products: Core Apps, Agent/Broker Apps, Retail Website

- Conducted end-to-end UX research across internal operational platforms and customer-facing automotive marketplace products.
- Performed contextual interviews and field visits with Sales Officers and used-car brokers to uncover workflow inefficiencies and operational challenges.
- Interviewed used-car buyers to understand purchasing behavior and decision-making throughout the buying journey.
- Partnered with Product, Design, Data, and Business teams to validate product opportunities and prioritize improvements.
- Research recommendations contributed to platform redesigns, feature enhancements, and more effective marketing strategies.

Lion Parcel

UX Researcher

NOVEMBER 2021-
MARCH 2022

- Conducted UX research for Lion Parcel's customer mobile application.
- Interviewed retail customers to identify pain points throughout parcel delivery and shipping experiences.
- Delivered research insights that supported customer experience improvements and product enhancements.

Codemi

UX Researcher

OCTOBER 2020-
NOVEMBER 2021

Learning Management System Products: Learning Platform, CMS Dashboard

- Established end-to-end UX research practices for learning management products.
- Conducted research with employees, Learning & Development teams, and enterprise clients to improve learning and administrative experiences.
- Built a centralized UX research repository to improve organizational knowledge sharing.
- Collaborated directly with executive stakeholders to drive research-informed product decisions.
- Research recommendations improved learning completion rates, increased enterprise course creation, and enhanced usability across learner and administrator platforms.

SKILLS & TOOLS/TECHNOLOGIES

- | | |
|---|---|
| • Qualitative & Quantitative Research | • Google Workspace |
| • Project & Stakeholders Management | • SPSS |
| • Data Analysis | • Survey Monkey & Typeform |
| • Report Synthesis | • Figma & FigJam |
| • AI- Assisted Platform Development (Vibe Coding) | • Claude, Lovable, Vercel, Google Stitch & Google Antigravity |

EDUCATION HISTORY

Universitas Gadjah Mada

Bachelor of Sociology, GPA : 3.64 of 4.00