# Edward Pakpahan

Multidisciplinary Senior Product Designer

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**About me**

7+ years of experience in product design and background in graphic/web design, I craft user-centric solutions across Europe and APAC. My passion lies in using data to solve complex design challenges, always aiming to improve the lives of my users. When I'm not designing, you'll find me exploring museums, listening to podcasts, and trying new foods.

## Work Experience

**2023 — Present**

### Senior Product Designer — Zalando ↗

Berlin, Germany

- Drove record-breaking Zalando Plus membership sign-ups in Belgium through a hyperlocal payments strategy. ⭐Generated ~1800 daily trial sign-ups (market leader) with a 70% conversion rate and minimised payment initiation failures.
- Championed an ⭐accessibility initiative, integrating screen reader compatibility into payments design, to ensure inclusivity.
- Spearheaded a design-driven initiative to revamp the payments experience. Facilitated a cross-functional workshop, generating a prioritised action plan, and crafting a long-term strategic vision. ⭐Results: slashed exit rates by 70% and reduced average time spent on page from ~2 min to 30 secs.

Highlighted skills:  Fashion E-commerce   Product vision and strategy   Design leadership and execution   Workshop facilitation   Research leadership and execution   Cross-function collaboration

**2020 — 2023**

### Product Designer — Zalando

Berlin, Germany

- Spearheaded the rollout of 7 new payment methods across markets, tailoring them for hyperlocal experience. ⭐Result: increased basket size ~3%, increased purchase frequency: ~2%, saved payment processing cost ~4%.
- Optimised PayLater experience in France. ⭐Result: increased conversion rate ~4pp, increased basket size, reduced loss ~74%.
- ⭐Mentored an intern designer, leading to their promotion, and actively shaped the design community. Established ways of working & rituals to increase efficiency.
- Go-to person for payments design and led the end-to-end design of the Native Payments experience across all markets, ensuring a seamless user journey.

Highlighted skills:  Fashion E-commerce   Design strategy and execution   Design leadership   Mentorship   Community and team effectiveness

**2018 — 2020**

### Senior Product Designer  — Grab ↗

Singapore

- Optimised allocation logic on the GrabFood Driver app with Auto-updated working capital, resulting in a 5pp allocation improvement, ⭐9% gains in drivers' earnings, and reduced customer ETA by 80%.
- Led an eco-conscious initiative to promote GrabFood, reducing customer requests for plastic utensils.

- Streamlined the GrabFood driver app experience with ⭐features for accurate merchant location and closed-store reporting, leading to a 5pp drop in cancellations and improved ETA precision.
- Improved the GrabFood merchant app for managing store closures and ensuring ⭐food images guideline compliance through machine learning, boosting operational efficiency.
- Zero to one product for GrabRental. Designing internal tools and processes to streamline operations ensuring scalability. Results: Reduced labor costs by SGD ~104k/month (Singapore), scaling 20% growth and increase SGD ~260k/month in revenue.

Highlighted skills: Food and Groceries   Zero to one   Product vision and strategy   Design leadership and execution   Marketing strategy

| 2017 — 2018 | **Product Designer  — Grab** |
| | Singapore |

- Designed and implemented a ⭐Customer Support portal for 100+ agents in all 7 markets, reducing average handling time by 40% (25 to 15 min), boosting first-contact resolution by 16pp, increasing daily ticket resolution by 30%, and saving 350k SGD monthly in labor costs.
- Spearheaded the creation of a ⭐Grab-wide web design system, streamlining internal tool development and ensuring a consistent user experience.

Highlighted skills: Mobility   Design system   Design strategy and execution   Cross-functional collaboration   Workshop facilitation

| 2017 — 2017 | **User Experience Designer  — Mitrais** ↗ |
| | Bali, Indonesia |

Designed Mitrais Medical System (MMS) — an ERP software designed to streamline hospital operations. It integrates patient care, clinical systems, pharmacy, and accounting, offering features for electronic medical records, inventory management, and analytics to improve efficiency and patient outcomes. The system is now used in several hospitals in Indonesia and Australia.

Highlighted skills: Healthcare   Design and execution   Cross-functional collaboration

| 2013 — 2017 | **Graphic / Web Designer roles** |
| | Singapore & Bali, Indonesia |

Before product design, I worked as graphic / web designer providing end-to-end design work particularly in web design, branding and visual identity, packaging design and marketing.

**Roles**

Senior Designer - Mitrais
Creative Designer - FirstCom Solutions

Highlighted skills: Logo design   Web design   Branding and visual identity   Marketing collateral design

## Education

| Class of 2013 | **Bachelor of IT in Computing and Networking at James Cook University** |
| | Concentration in Web Design and Design Thinking |
| | Singapore |

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