

Ricky Fredy

PRODUCT DESIGN EXPERT



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Product Designer with 16+ years of experience across e-commerce, logistics, and enterprise software. Currently at Lazada Singapore, driving RedMart Seller product roadmap and logistics integrations that reduced operational workload by 40-50%. Proven track record in API integration, project management, and AI-powered automation. Skilled in full-stack development (PHP, Java, Spring), cloud infrastructure (AWS), and cross-functional team leadership.

PROFESSIONAL EXPERIENCE

Product Designer

Lazada Singapore | Singapore Jul 2018 - Present

- Creating mockup, build dashboard performance monitoring and product documentation utilize AI with QoderWork and Alibaba AI app builder.
- Led the implementation of key RedMart Seller Center initiatives, including Seller Onboarding, Master Product, and Seller Cente.
- Defined and monitored product performance metrics and dashboards to track business health, identify improvement opportunities, and support data-driven product decisions.
- Gathered and analyzed business requirements from cross-functional stakeholders, translating them into scalable product solutions and technical implementation plans.

Project Manager

Cloud Tech Ventures Pte. Ltd. | Singapore Aug 2016 –Jul 2018

- Led end-to-end project delivery by managing scope, timeline, cost, and quality across multiple product and system initiatives.
- Coordinated cross-functional teams including vendors, developers, and designers while overseeing technical architecture, infrastructure planning, and system implementation.
- Gathered and translated business requirements into product specifications, user flows, and solution designs while monitoring development progress and delivery milestones.

Senior Mobile Developer

Vertical Software Asia Pte. Ltd. | Singapore Nov 2014 – Aug 2016

- Led end-to-end development of cross-platform mobile applications and backend API services, integrating features such as notifications, geolocation, NFC, and secure data encryption.
- Managed cloud infrastructure and deployment operations, including server configuration, database setup, firewall security, and DNS management on Amazon Web Services platforms.

HARD SKILLS



SOFT SKILLS



May 2013 – Nov 2014 **.Net Developer**

Minamas Plantation | Jakarta, Indonesia

- Developed internal ASP web-based systems using C#, PHP, CodeIgniter, jQuery, jQuery UI, Google Maps API, and .NET 3.5 with SAP connector integration.
- Created SAP RFC applications and built geospatial information systems for hotspot monitoring, site yield potential analysis, and planter dashboards.
- Managed internal server configurations including IIS and Windows library deployments.

Nov 2010 – Nov 2012 **Web Developer**

Bouncity Network | Jakarta, Indonesia

- Developed BlackBerry applications using Java and BlackBerry SDK 5.0 with geolocation, notification, and file system integration.
- Built internal and external web-based systems using CodeIgniter PHP framework, jQuery, Google Maps API, and Facebook API.
- Managed infrastructure including Mikrotik, LAN, AWS EC2 instances, firewall, and production/development server configurations (nginx, MySQL, memcache).

Jul 2007 – Aug 2010 **Assistant Laboratory / Network Administrator**

Bina Nusantara University | Jakarta, Indonesia

- Managed cloning, installation, system patching, and configuration for 1,300 PCs with a team of 12 personnel.
- Administered Linux Ubuntu servers, Windows Server 2003, Netware, and Mikrotik configurations, including LAN and Cisco 3750/2950/2960 device management.
- Created and taught exams for algorithm, data structure, object-oriented programming, database design, data warehouse, and Linux operating system courses.

EDUCATION

Bachelor of Computer Science

Bina Nusantara University | Jakarta, Indonesia

Jun 2010

Job Scope

