Ricky Felix
Associate Product Manager

Contact Details:

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EDUCATION

Master of Interaction Design and Electronic Arts
UNIVERSITY OF SYDNEY
AUG 2022 - DEC 2023

Bachelor of Science in IT majoring in Enterprise Systems Development
UNIVERSITY OF TECHNOLOGY SYDNEY
FEB 2019 – DEC 2021

Diploma of Management Studies
SINGAPORE INSTITUTE OF MANAGEMENT
OCT 2017 – DEC 2018

PROJECTS

Titik Jalin (www.titikjalin.space)
Personal Projects designed & created mainly using React.js, Tailwind, Supabase, and Next.js.

SKILLS

- **Frontend:** HTML/CSS/JS, React.js, Next.js, Bootstrap, Tailwind, Git, Vite, REST APIs, Responsive Design, i18n
- **Product & UX:** Design Thinking, UI/UX Design, Personas, User Flows, Wireframing, Usability Testing
- **Design Tools:** Figma, Balsamiq, Miro, Webflow
- **Data:** SQL, Excel
- **AI:** Prompt Engineering, Claude Code

CERTIFICATIONS

Analyze Data with SQL Skill Path
CODECADEMY · APR 2025

Digital Product Management
COURSERA (UNIVERSITY OF VIRGINIA) · JAN 2025

Foundations of User Experience (UX) Design
COURSERA (GOOGLE) · JUNE 2021

WORK EXPERIENCE

Full Stack Developer — CV Ide Kreasi Digital
MAY 2026 – JUN 2026

- To de-risk a costly redesign, applied a rapid-prototyping approach to rebuild the interactive prototype — migrating legacy React CRA / MUI v5 into React 19 / Vite / MUI v9.
- To keep rapid solo iteration effective and efficient, re-architected the data model, built test coverage (Playwright, Vitest, Jest), and drove development with AI-assisted workflows (Claude.md and subagents)

Product Manager — Topremit
APR 2025 – JUN 2025

- Led 4 concurrent product initiatives, aligning cross-functional stakeholders across product, design, and engineering to deliver scalable solutions
- Structured and authored detailed product requirement documents (PRDs), translating business needs into clear technical execution plans
- Analyzed user behavior and operational data using SQL and Excel to identify high-impact issues and prioritize improvements
- Drove product enhancements that reduced customer support tickets by 25% through improved user experience and clearer workflows
- Identified and reported 13 critical issues pre-release, reducing post-launch defects and improving product reliability

UI/UX Developer (Internal) — Inter Pan Pasifik Futures
AUG 2024 – MAR 2025

- Translated business requirements into structured user flows, prototypes, and system documentation to support product development
- Collaborated with cross-functional teams to ensure alignment between business objectives and technical implementation
- Led internal knowledge-sharing sessions on Git and workflow optimization, improving team collaboration and delivery speed
- Conducted end-to-end testing and validation to ensure solutions met business and user requirements before deployment

Web Designer / Web Developer — All in IT Solutions
AUG 2022 - NOV 2022

- Collaborated directly with clients to understand business needs and translate them into digital solutions
- Led website redesign projects, improving user engagement and aligning outputs with brand and business goals
- Delivered multiple client projects by balancing design, technical execution, and stakeholder expectations