



Febrilian Fedriks Setiawan

Digital Product and
Brand Strategist

+62 821 9790 9747

febriliansetiawan@gmail.com

[LinkedIn](#)

Surabaya, Indonesia

SUMMARY

I build digital products at the intersection of coding, design, data, and storytelling. Through AseTraX, Fedrix Studio, and my Artificial Intelligence thesis, I have learned to start from messy problems, structure them into product logic, and communicate ideas across technical and non technical contexts. I am applying to Apple Developer Academy to strengthen that process inside a collaborative and human-centered app development environment.

EXPERIENCE

03/2026 - Present

Technology Lead and Brand Advisor

Kirei Sol

Collaborating with a three-person founding team consisting of a fashion designer/founder, an accountant, and myself as technology and brand advisor.

Supported the digital launch preparation for a high-end women's fashion brand by translating brand goals into website requirements, e-commerce structure, and launch priorities.

Advised on digital presence, content hierarchy, and technology decisions before market launch.

Key learning: Strong digital products require shared language between creative, business, and technical roles.

12/2025 - Present

Founder and Product Builder

AseTraX

Self-initiated product concept for a mobile-first asset tracking PWA that helps teams and organizations manage movable assets through affordable QR-based workflows.

Framed the core product logic, including asset registration, QR scan flow, status updates, movement records, and practical usage scenarios before pilot testing.

Mapped early technical architecture with attention to shared-hosting constraints, stateless API behavior, bounded database connections, scheduled jobs, and secure session handling.

Key learning: A useful product is not only a technical system. It must translate an operational pain point into a workflow that people can understand and repeat.

08/2023 - Present

Founder and Creative Director

Fedrix Studio

Built Fedrix Studio as a brand-to-web studio for small businesses that need clearer positioning, stronger digital trust, and more structured website execution.

Created the Clarity to Launch System, covering Diagnose, Position, Systemize, Build, and Handover, to move from scattered ideas into a coherent digital presence.

Combined brand strategy, copy hierarchy, visual direction, and web planning so each project is shaped around business clarity, not only surface-level design.

Key learning: Design becomes more useful when it is connected to strategy, user trust, and execution constraints.

01/2023 - 06/2024

IT Support Intern

PT. Tarawasi Arta Megah

Developed a company profile website to strengthen the company's digital presence and present clearer public information about its business, services, and credibility.

Maintained and improved the website after launch through content updates, interface refinements, and basic technical support.

Worked with internal team members to support office digitalization initiatives and improve daily digital workflows.

02/2022 - 08/2022 [Assistant Lecturer](#)
Universitas Surabaya [↗](#)
Facilitated additional 2-credit Mathematics sessions to help students understand course materials more clearly.
Collected, organized, and reported student scores while supporting academic administration.
Collaborated with other assistant lecturers to discuss teaching methods, class flow, and ways to make learning more interactive.

EDUCATION

07/2021 - 06/2026 [Informatics Engineering - Data Science and Artificial Intelligence](#) [↗](#)
Universitas Surabaya
Bachelor's Degree | Expected Graduation: September 2026
Thesis: YOLO-based Kidney Stone Detection and Size Estimation from Ultrasound Images
Developed a computer vision thesis project focused on detecting kidney stones in ultrasound images and estimating stone size using bounding-box-based measurement logic.
Explored dataset preparation, image preprocessing, object detection, model evaluation, and web based system integration.
Built practical understanding of how AI models move from experiment into usable decision support systems.

AWARDS & RECOGNITION

06/2026 - Present [Finalist, Youth Innovation Challenge](#)
GEEP, U.S. Environmental Protection Agency, the Taiwan Ministry of Environment
DengarTeluk, a youth soundwalk and marine debris stewardship project for Ambon Bay.

11/2024 - 12/2024 [1st Place, ASEAN Youth Creative Writing Competition](#)
ASEAN Youth and FAO, Bangkok, Thailand

01/2023 - 08/2023 [Gold Medal - Grand Champion and Jury Prize, International Choir Competition](#)
A Voyage of Songs, Bangkok, Thailand
Choir and creative organization experience, including team coordination, training support, event preparation, visual documentation, national and international choir recognition.

10/2024 - 10/2024 [3rd Place, LDWN Poster Design Competition](#)
Ministry of Villages, Development of Disadvantaged Regions and Transmigration RI

09/2024 - 09/2024 [1st Place, Creative Video Competition](#)
Ministry of Foreign Affairs of the Republic of Indonesia
Invited as a speaker at a FEALAC event and joined discussions with embassy delegates from countries in Asia and Latin America on digital innovation and creative diplomacy.

08/2022 - 08/2022 [Invited Guest - Youth Award Recognition](#)
UNICEF Youth Awards

SKILLS

[Data & AI](#)

Deep learning, object classification, data mining, object detection, AI project documentation

[Product & UX](#)

Problem framing, user flow, MVP planning, information hierarchy, product storytelling

[Web & System Thinking](#)

Website planning, digital concepting, database structure, deployment constraints

[Creative & Tools](#)

Branding and Design, Canva, Adobe Illustrator

[Learning Style](#)

Self initiated projects, cross disciplinary exploration, structured iteration, team-based execution