



ZAHRA ALIFIA PUTRI

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Kebon Jeruk, DKI Jakarta, Indonesia

PROFILE

A fresh graduated of Digital Multimedia Engineering with strong focus on design such as graphic design, UI/UX design, 3D Modelling. I am skilled and passionate about research, analyze and design a solution for improving user satisfaction. Looking for opportunities to develop my skills to work in the design and creative industries. I am a creative, innovative and detail-oriented individual, and great collaborates with teams.

WORK EXPERIENCE

UI/UX Design Intern

PT.Ciptadra Softindo

Oct 2023 – present

- Conducted research using various methods such as competitive analysis, reviews, usability testing conducted in collaboration with the team.
- Produce high-quality UX design solutions through wireframing, mid-fidelity design, design systems, and high-fidelity prototyping.
- Identify and troubleshoot UX problems both for web design, applications, and other designs such as social media, advertisements, company profiles, etc.

Project-Based : UI/UX Design Virtual Internship Experience

FundEx

Nov 2023 – Dec 2023

- Finishing various task related with the activity of UI/UX Design from FundEx, such as Prototyping, UI/UX Fundamental, User and Product Research, Visual Design, Wireframing, and Figma.

UI/UX Design Intern

Direktorat Jenderal Pendidikan Tinggi

August 2022 – Dec 2022

- Conduct user research using various methods such as research qualitative, research quantitative, and usability testing for develop Satudikti app of more than 200 respondents.
- Design and managed Satudikti app design system to maintain consistency
- Handling designs off to developers
- Design User Interface from the results of research
- Work with Agile Scrum methodology with sprint reviews and planning

Project-Based : UI/UX Design Virtual Internship Experience

Niagahoster

Jun 2022 – Jul 2022

- Finishing various task related with the activity of UI/UX Design from Niagahoster, such as UI/UX Fundamental, User Journey, Visual Design, Usability Testing.

Graphic Design

Berlbeautycenter

Dec 2021 – Jan 2022

- Create social media content such as Instagram stories and post.

PROJECTS EXPERIENCE

Re-Design FundEx Landing Page

UI/UX Designer Virtual Internship Experience at FundEx

Nov 2023 – Dec 2023

- Involved in the end-to-end product design process using design sprints
- Developed moodboard and design guidelines for high fidelity design which were implemented using figma
- Conducted research using competitive analysis and depth interview to get design recommendations
- Redesign the landing page of FundEx website to enhance the user experience
- Become one of the best works in the batch of november 2023

Re-Design Niagahoster's Checkout Page

UI/UX Designer Virtual Internship Experience at Niagahoster

Jun 2022 – Jul 2022

- Completed various task for 3 weeks related to UI/UX Design
- Redesign the checkout page by applying design thinking principles to enhance the user experience and conversion rate using figma.

Betawi Traditional House 3d assets

Thesis Project

March 2023 – Jul 2023

- Created 3d assets of Betawi houses including 4 types of traditional houses, interiors, and exteriors
- Designed assets from scratch using blender starting from skeleton, texture, and coloring.

EDUCATION

Politeknik Negeri Jakarta – Depok

Sept 2019 – Oct 2023

Bachelor Degree, Digital Multimedia Engineering; IP Cumulative: 3.69/4.0

Skilvul – Online Bootcamp

UI UX Design Mastery – UI UX Design Bootcamp

August 2023 - Oct 2023

- Learned about Fundamentals of UI/UX Design, acquired extensive knowledge on various topics such as, User Flow, Wireframe, Design System, UX Design Process, UX Writing, UI/UX Prototype, User Research Documents, User Research, and UX Case Study.
- Complete various assignments for 1 month from knowledge that has been learned.

HONORS AND AWARDS

First Place Winner – Depicta Award 2023

Redesign Depok Single Window (DSW) App for Kominfo Depok

August 2023 – Sept 2023

ADDITIONAL

Toolset

Figma, Figjam, Trello, Adobe Illustration, Adobe Photoshop, Autodesk Maya, Blender, Canva, Power Point, Notion, Whimsical, Google Docs, Microsoft Office.

Skills

UX Design, Design Process, Ideation, Research, UI Interaction Design, Wireframe, Prototyping, Usability Testing, Graphic Design, 3D Design

Certification

Foundation of UX Design – Coursera (Jan 2022 – No expired Date),

UI/UX Design Mastery – Skilvul (Oct 2023 – No expired Date)

Adobe Certified Professional in Visual Effects & Motion Graphics Using Adobe After Effects (April 2022 – April 2025)