



# ROTUA PAULINA

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Jakarta, Indonesia

My current focus lies at the intersection of technology, Web3, and innovation. With a keen interest in the transformative power of decentralized systems, I aim to create impactful solutions that merge technology, art, education, and entrepreneurship. I am always eager to contribute to forward-thinking projects and collaborate with dynamic teams to deliver innovative results.

## Work Experiences

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### ThriveIN - London Area, United Kingdom

Nov 2025 - Mar 2026

#### Marketing Assistant

ThriveIN is a global creative platform and professional network that connects talents with job opportunities and collaborative projects through digital portfolios and international networking events.

- Delivered end-to-end creative solutions across graphic design, UI/UX, and video production to strengthen brand identity.
- Designed over 200+ unique business game cards within a two-week deadline, ensuring high-quality and rapid execution.
- Created visual branding and digital assets for high-profile creative networking events held in Bali.
- Increased brand growth through strategic social media management and integrated digital marketing campaigns.

### Satoshi 21 - Istanbul, Türkiye

Jan 2025 - Nov 2025

#### Designer & Community Moderator

Satoshi21 is a Web3 venture studio and full-stack partner for early-stage founders and builders.

- Designed 500+ visual assets for social media campaigns (Instagram carousels, LinkedIn posts, X posts, event kits).
- Edited 5+ high-impact event recap videos (LinkedIn & Reels) including Bitcoin2025 Las Vegas, Istanbul Blockchain Week, Bitcoin Asia 2025 and 5th Anniversary HK.
- Moderated community platforms (Com Mods) to maintain healthy discussions, flagging inappropriate content and supporting user engagement.

### Satoshi 21

Aug 2025 - Nov 2025

#### Marketing Assistant

- Developed and launched email campaigns through MailerLite.
- Generated creative ideas and supported the Marketing Lead in planning and executing digital campaigns.

### GiNK TECHNOLOGY - Bandar Lampung, Indonesia.

Jan 2025 - Mar 2025

#### Project Researcher, Student Intern

Gink Technology is a Technology Information Company especially in website development, web based application, mobile application, video profile and internet.

### Dinas Komunikasi Informatika dan Statistik Provinsi Lampung - Lampung, Indonesia.

Jun 2024 - Aug 2024

#### Information Communication Technology Student Intern

Drives digital transformation in Lampung. Enhances public access to government services and fosters sustainable development through digital innovation and collaboration.

- Conducted user research to align the redesign with user needs and improve accessibility.
- Developed wireframes and prototypes to visualize the new user flow and interface design.
- Applied modern UI/UX principles to create a responsive and visually appealing website.
- Successfully enhanced user satisfaction and gained valuable experience in government-focused UI/UX design.

### Infinite Learning - Batam, Indonesia.

Feb 2024 - Jun 2024

#### Mobile Developer & UI/UX Designer Mentee

- Project Manager for Massive Project, Web—Mobile Developer & UI/UX Designer Mentee
- UI/UX Designer for Micro and Macro Project, Mobile Developer & UI/UX Designer Mentee

## Education Level

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### Universitas Lampung - Bandar Lampung, Indonesia

Aug 2021 - Aug 2025

#### Undergraduate Informatics Engineering

- Part of Journalist BEM U KBM UNILA 2023
- Secretary Coordinator for Publication and Documentation Desa Binaan 2023
- AIESEC in UNILA

*Undergraduate Exchange student in the Pertukaran Mahasiswa Merdeka Batch 3, 3.79/4.00*

- Student mobility program for one semester to gain learning experiences at universities in Indonesia while strengthening unity in diversity
- Courses (Worth 20 Home Uni Credit Units)
- 4 credit of the course include the Modul Nusantara, which syllabus covers comprehensive understanding of diversity, inspiration, reflection, and social contribution. The goal is to acquaint students with the diversity of Indonesia.

**SMA NEGERI 52 JAKARTA - Jakarta, Indonesia**

Jul 2018 - Jul 2021

*High School Diploma in Natural Sciences, 90.86/100.00*

- ROHKRIS SMA NEGERI 52 JAKARTA
- Pencak Silat Perisai Putih
- Komunitas Dayung SMA NEGERI 52 JAKARTA

## Organisational Experience

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**AIESEC in UNILA - Bandar Lampung, Indonesia**

Apr 2024 - Jul 2024

*Member of AIESEC Future Leaders*

AIESEC in Indonesia was established in 1984 as an official country entity of AIESEC International.

- Getting youth development in the form of a community to further develop leadership roles in society.
- Consist of sessions for skill development spaces where receive coaching for soft and hard skills.

**Indonesia Bitcoin Conference 2023 - Bali, Indonesia**

Sep 2023

*Volunteer*

Indonesia Bitcoin Conference 2023 is an event that serves as a focal point for enthusiasts, experts, and industry leaders to converge and explore the latest developments and trends in the realm of Bitcoin and blockchain technology.

- Greet and assist conference attendees during the registration process, directions to guests as needed.
- Help manage the flow of participants during sessions and networking breaks.
- Serve as a point of contact for participants, addressing inquiries about the conference schedule, venue layout, and other relevant details.

**BEM U KBM UNILA - Bandar Lampung, Indonesia**

Mar 2023 - Mar 2024

*Expert Staff in Ministry of Communication and Information - Journalist*

- Overseeing the coverage of events hosted by BEM U KBM UNILA, capturing key moments, and producing compelling event reports.
- Responsible for handling the publication of social media, captions, and press release.

**SELARASUKA - Bali, Indonesia.**

Dec 2023 - Aug 2024

*Head of Publication and Documentation*

A community that collaborates joy and harmony, providing support for the equal growth of young talents in both social and humanitarian contexts.

- Created compelling press releases, articles, and live reports to showcase the organization's achievements and impact.
- Met and surpassed content targets, and deliver impactful messages. Documented all events, preserving valuable memories and stories.
- Actively participate in accompanying artists with special abilities.

**Desa Binaan 2023 - Lampung, Indonesia**

Jun 2023

*Secretary Coordinator for Publication and Documentation*

Stands as a key implementation of the Tri Dharma of the University, specifically focusing on Community Service. Nestled in Desa Suak, Lampung Selatan, the program revolved around the theme 'Aksi Nyata, Mengabdikan Kepada Desa, Bersinergi Bersama Masyarakat.'

- Coordinated 20+ members in Publication and Documentation.
- Successfully grew social media presence, reaching 6,800+ audiences in 2 weeks.
- Created compelling press releases, articles, and live reports to showcase the organization's achievements and impact.
- Met and surpassed content targets, and deliver impactful messages. Documented all events, preserving valuable memories and stories.

## Skills, Certifications, and Awards

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- **Soft Skills:** User-Centered Thinking, Communication and Collaboration, Creative Problem-Solving, Adaptability and Open-Mindedness, Attention to Detail, Time Management, Lifelong Learning
- **Hard Skills :** User Interface (UI) Design, Wireframing and Prototyping, User Research, Usability Testing, Graphic Design, Basic Programming.
- **Language:** English, Bahasa Indonesia, Melayu.
- **Certifications** 🎓: Certificate of Completion - Database Design, Certificate of Completion - Database Programming with SQL, Certificate of Completion - Start Programming with Python.
- **Awards:** Lampung Youth Ambassador 2024