

# Alvin Ahnaf Danendra

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## PROJECT EXPERIENCE

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### NURI X RAKAMIN ACADEMY

Indonesia

Project-Based Virtual Intern: UI/UX Designer

Nov 2023 – Des 2023

- Created user persona based on research findings from 5 interviewee to analyzed user needs and pain points
- Defined user story and problem statement to summarize the root problem
- Planned How Might We to ideate possible solution to the problem statement
- Visualized 12 screens of middle fidelity wireframe to serve as initial product design
- Designed and Prototyped 20 screens and 3 modal of responsive user interface design to serve as final product design

### TELKOM DIGITAL AMOEBA X RAKAMIN ACADEMY

Indonesia

Project-Based Virtual Intern: UX Researcher

Apr 2023 – May 2023

- Conducted in-depth data analysis obtained from 100000+ user in the last 3 months to find valuable insight for the project
- Plan surveys and Usability Testing (UT) to improve conversions and user engagement
- Record insights and provide actionable recommendations for data-driven decision-making

### FUNDEX X RAKAMIN ACADEMY

Indonesia

Project-Based Virtual Intern: UI/UX Designer

Feb 2023 – Mar 2023

- Performed competitive analysis from 1 indirect competitor to inform design decisions and remain competitive in the market
- Created 6 visualizations in low-fidelity wireframes for mobile breakpoints, optimizing content layout
- Established a design system for consistency in UI/UX design
- Produced 6 screens of high-fidelity UI design prototypes with micro-interactions for enhanced user engagement

### NIAGAHOSTER X RAKAMIN ACADEMY

Indonesia

Project-Based Virtual Intern: UI/UX Designer

Jan 2023 – Feb 2023

- Evaluated market competitors via 2 direct competitors to stay informed about industry best practices and competitor strategies
- Developed a task flow to enhance the user journey, reducing cognitive load and improving the user experience
- Built 5 screens of low-fidelity wireframes to visualize the task flow and initial UI design
- Generated 5 high-fidelity user interface screens prototype from the wireframe, ensuring a polished and functional user interface
- Implemented unmoderated usability tests using Maze to evaluate the design's effectiveness to 3 suitable users.

## ACTIVITIES

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### DOPAMINATION

Sleman, DIY

Logistic Officer

Apr 2020 – Nov 2020

- Arranged, managed, and collaborated with other divisions in multiple online events through Zoom meetings with various topics about mental health with over 300+ attendees.

## EDUCATION

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### UNIVERSITAS GADJAH MADA

Sleman, DIY

Bachelor of Psychology

Aug 2019 - Nov 2023

Cumulative GPA: 3.87/4.0

Relevant Coursework: Consumer Behavior, Quantitative Research, Qualitative Research, Research Methodology

## ADDITIONAL

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**Technical Skills:** Basic in HTML/CSS; Advanced in Adobe Illustrator, Adobe Photoshop; Proficient in Figma, Maze

**Languages:** Native in Bahasa Indonesia; Conversational Proficiency in English

**Certifications & Training:** Certification competencies on “Telkom Digital Amoeba UX Researcher Virtual Internship Program” (Rakamin Academy), Certification competencies on “Niagahoster UI/UX Designer Virtual Internship Program” (Rakamin Academy), Responsive Web Design (freeCodeCamp), Start the UX Design Process: Empathize, Define, and Ideate (Coursera), Foundations of User Experience (UX) Design (Coursera)