#### **INDUSTRY WEBINAR**

# AY IN THE OF A SOFTWARE

AirAsia has evolved significantly since its inception in 2001 as a budget airline committed to making air travel accessible to everyone. Today, it offers a broad range of products and services that simplify, enhance, and add convenience to people's lives. Its journey showcases how a company can transcend its original mission to become a lifestyle powerhouse. poster highlights AirAsia's innovations, internship opportunities, and insights into life as a Software Engineer (SE) within the company.

Summary

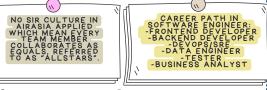
This webinar delves into AirAsia's contributions to the community, its role in addressing real-life challenges during the COVID-19 pandemic, and the valuable skills required in the workplace. Key highlights include AirAsia's innovative services, its "Work from Home" (WFH) experience, and tips for securing internship opportunities with the company.

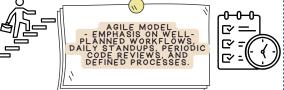
#### Diversity at AirAsia

AirAsia embrace employees from over 25 countries, encouraging cross-cultural collaboration and innovative problem-solving Exposure to diverse perspectives fosters creativity and enables more robust solutions.

#### Experiences as Software Engineer **Inspiration from Speakers:**







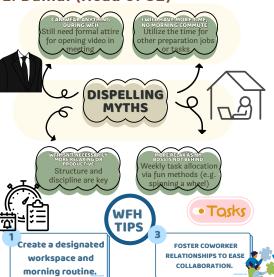
#### 2. Danial (Head of SE)

USE ALL COMMUNICATION

CHANNELS EFFECTIVELY

AND AVOID MEETING

FATIGUE.



MAINTAIN WORK-LIFE

BOUNDARIES.



tech education and training focusing on cultivating digital skills and entrepreneurial thinking.

**One-Stop Solution:** The AirAsia Super

App A comprehensive platform integrating travel, e-commerce, and financial technology services. Features include booking flights, hotels, ride services,

food deliveries, and more,

**APP AND BUSINESS INNOVATIONS** Logistics and Fintech

AIRASIA SUPER

- BigPay: Enhancing banking

E-commerce

and Lifestyle

Online Marketplace: AirAsia Shop

- Food & Groceries: AirAsia Food

and AirAsia Fresh

- Farm-to-Business Services:

OurFarm

experiences - Teleport: Logistics solutions

- BigRewards: Loyalty programs

#### Internship and Job **Opportunities**

Work Culture

0000

Teamwork and collaboration are essential, especially in remote and WFH settings





Focus on third or fourth year Computer Science/Softwar e Engineering



candidates: Active participation in projects - Strong presentation skills and confidence

Willingness to step out of comfort zones ...........



Afina Soleha

A24C\$0034

References: AirAsia Logo

Batrisvia





Bigpay

A24CS0247





#### Reflection

<u>Motivation, Insights, and</u> <u>Information Gained from the Caree</u>

#### Being passionate and proactive in acquiring both technical and soft skills

- —such as engaging in self-learning beyond formal university lectures plays a vital role in personal growth and skill development. Taking the initiative and demonstrating
- a willingness to grow are key attributes for success in the job market.
- Choosing a role that matches one's strengths and passions is critical to maintaining motivation and contributing positively to a company's success.
- Strong relationships among colleagues foster a positive work environment where individuals from diverse backgrounds willingly share ideas, support one another, and collaborate to overcome challenges.
- Identifying and reaching out to the right people—whether they are senior colleagues or mentors—can provide guidance, facilitate problem-solving, and enhance career growth.
- This career talk inspired us to focus on three key areas: continuous learning. deep interest, effective communication, and meaningful relationship-building.







## CAN WEAR ANYTHING DURING WFH

Still need formal attire for opening video in meeting

#### I WILL HAVE MORETIME, NO MORNING COMMUTE

Utilize the time for other preparation jobs or taks



#### WFHISN'T NECESSARILY MORE RELAXING OR PRODUCTIVE

Structure and discipline are key

#### MORE RELAX AS MY BOSS IS NOT BEHIND

Weekly task allocation via fun methods (e.g., spinning a wheel)







## Mind Mapping



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.

**Objectives** 

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.





#### Action

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.



### Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.



#### Revision

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.



#### Solution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices sagittis orci a scelerisque purus semper eget.

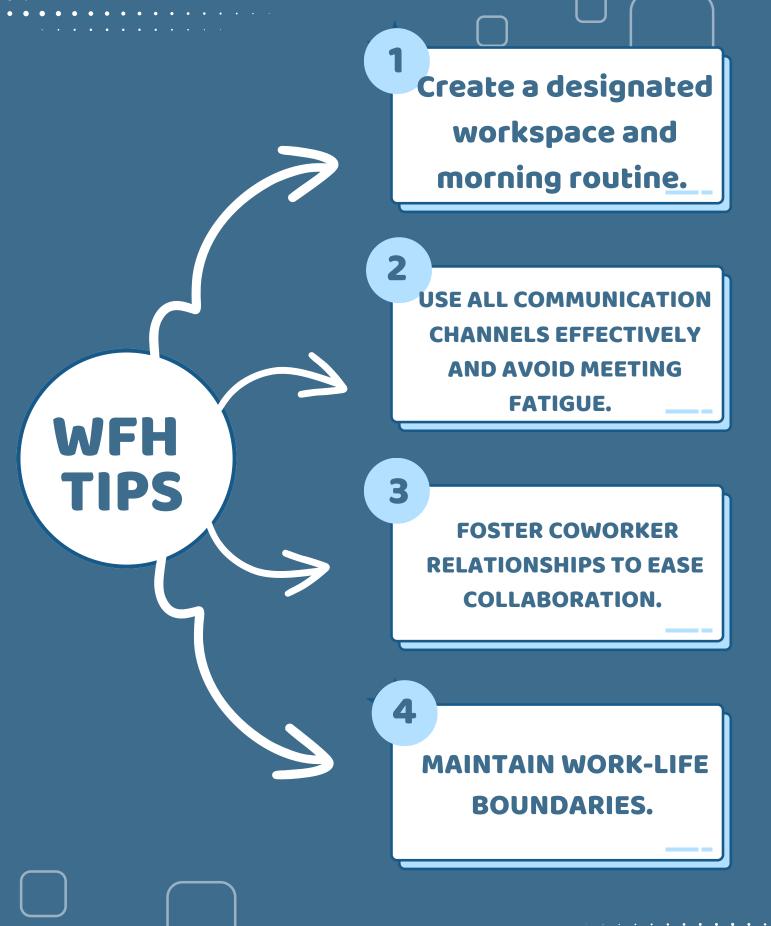












# MIND MAP



## Education and Entrepreneurship

RedBeat Academy: Provides tech education and training, focusing on cultivating digital skills and entrepreneurial thinking.



- Online Marketplace: AirAsia Shop
- Food & Groceries: AirAsia Food and AirAsia Fresh
  - Farm-to-Business Services: OurFarm





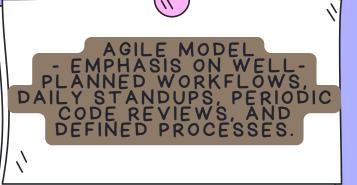
#### One-Stop Solution: The AirAsia Super App

A comprehensive platform integrating travel, e-commerce, and financial technology services. Features include booking flights, hotels, ride services, food deliveries, and more.

#### Logistics and Fintech

- BigPay: Enhancing banking experiences
- Teleport: Logistics solutions
- BigRewards: Loyalty programs
- Insurance: Travel and health insurance





#### VISUAL ELEMENTS

Generate ideas for incorporating visual elements such as icons, illustrations, and images to complement design concepts. Explore different styles, compositions, and techniques to create engaging and memorable visual experiences for audiences.

# AMPPING:

BRAINSTORM



Conceptualize layout arrangements and structures to optimize user experience and content presentation. Experiment with grid systems, spacing, and alignment to achieve balance, organization, and clarity in design compositions.

#### TYPOGRAPHY STYLES

Brainstorm diverse typography options to enhance readability and convey brand personality. Consider font families, sizes, and styles to achieve optimal visual hierarchy and communication effectiveness in design layouts.