

# Anisa Bintang Rizkya

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## PROFILE

Information Systems student at Universitas Negeri Jakarta with hands-on experience in both UI/UX and graphic design using Figma. Skilled in creating wireframes, interactive prototypes, user flows, branding assets, and visual compositions. Passionate about user-centered design, conducting research, and iterating through usability testing. Detail-oriented and collaborative, eager to contribute as a UI/UX & Graphic Design intern.

## EDUCATION

**Universitas Negeri Jakarta** | Undergraduate in Information Systems and Technology **2023 - Present**

- GPA:** 3.64 / 4.00 (Semester 3)

## EXPERIENCE

**Freelance UI/UX & Graphic Designer** | Freelancer.com **July 2024**

- Crafted user-centered web and mobile interfaces in Figma: wireframes, interactive prototypes, and high-fidelity mockups.
- Developed branding assets, packaging, logos, brochures, and event visuals ensuring consistency across all touchpoints.
- Conducted user research, created personas and journey maps, and translated insights into intuitive information architectures.
- Ran usability tests, synthesized feedback, and iterated designs to enhance engagement and accessibility.
- Liaised with clients to define goals, align on KPIs, and deliver polished, on-brand digital experiences.

## LEADERSHIP & ACTIVITIES

**Head Organizer, "Sekolah Prestasi"** | BEM Prodi Sistem & Teknologi Informasi **September 2024**

- Recruited and onboarded 45 Information Systems students as active participants.
- Facilitated interactive sessions on the value of academic achievement within the program.

**PDD PKKMB-RTE Staff** | BEM Prodi Sistem & Teknologi Informasi **September 2024**

- Designed promotional materials: posters, Instagram posts, Stories, and live-report layouts.
- Photographed and documented events to support real-time social media coverage.

**Secretary "COMEDY STI"** | BEM Prodi Sistem & Teknologi Informasi **Juni 2024**

- Drafted and refined event proposals, ensuring alignment with organizational goals for *Creative Technology and Innovation Development* Event.
- Developed creative activity concepts and managed all administrative correspondence.

**Volunteer** | Kitabisa **August 2024**

- Supported daily activities at a local orphanage, fostering a nurturing environment.
- Created and led hands-on toy-making workshops to engage and inspire children.

## SKILLS

- Figma** : Proficient in end-to-end design workflows—from wireframes and interactive prototypes to high-fidelity UI/UX and graphic assets (branding, packaging, event visuals).
- Adobe Photoshop** : Skilled at basic image editing and retouching to refine marketing collateral and graphic compositions.
- Brand & Visual Concept Development** : Able to translate user insights into cohesive visual identities and marketing materials, ensuring consistency across digital and print touchpoints.