WAHYU ADINDA NUR ASHIFA

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PROFILE

A dedicated UI/UX Designer and System Analyst with expertise in wireframing, prototyping, usability testing, and business process modeling. Skilled in Figma, Odoo, and ERP development, with a strong analytical mindset and problem-solving skills. Experienced in project management and system design, with achievements in national and international competitions. Passionate about creating intuitive and efficient digital solutions.

EDUCATION

Universitas Dinamika – Surabaya, Jawa Timur   **Sept 2021 – Sept 2025 (Expected)**

Undergraduate Information System Student, 3.5/4.00

- Relevant Coursework: Human-Computer Interaction (HCI), UI/UX Design, System Analysis and Design, Web & Mobile Development, Project Management for IT, Business Process Analysis, Design Thinking.
- Collaboration class for Project Based Learning with Ritsumeikan University, Japan.
- An Awardee of Language Leap Scholarship by Universitas Dinamika, a scholarship program to study English for 1 month in Kampung Inggris, Pare. *attachment*

EXPERIENCE

UI/UX Designer - Project for PT. Multi Dimensi Kencana   **Oct 2024 – Jan 2025**

- Created 4 Wireflows for the Workr Application (Web & Mobile).
- Designed a Logo and Define a Color Palette According to the Project Owner's Requirements.
- Designed UI/UX for Web and Mobile App for 4 Different User Roles.

Assistant PKM Internal Funding Institution Lecturer *attachment*   **Dec 2023 – Aug 2024**

- Arranged the app guide "Manual Book Portal Informasi Desa Buncitan" & achieved a copyright certificate.
- Achieved 100% valid results on testing "Aplikasi Portal Informasi Desa Buncitan" using Black Box Testing with 9 functional test cases.

UI/UX Designer Internship – Brilliant English Course *attachment*   **May – July 2024**

- Sketched wireframes and 25 prototype frames.
- Tested the application with 25 respondents resulted in a mean value above 2.50, indicating that the application did not require significant improvement.

Assistant Lecturer in "Pengabdian Masyarakat"   **Jun 2023 – Feb 2024**

- Recipients of The Research and Community Service Grant Program From Kemdikbud with the proposal title "Kampung Kertajaya Goes Digital : Pelatihan Pembuatan 100 Website untuk Masyarakat Penggerak".
- Assistant in produced 100 websites by the people of Kertajaya Village.

Financial and Marketing Dept in Funding Recipient of (P2MW) 2023 – Wants *attachment*   **Jun – Nov 2023**

- Managed the recording of orders, cash flow, funds, administrative records, and product sales & successfully increased sales turnover
- Created 3 graphics in data visualization dashboard to display market share size.

PROJECT EXPERIENCE

Management Information System in UMKM Nash Write   **July 2024**

- Developed overall business process and designed 4 business processes for functional areas.
- Constructed 8 context diagrams, DFD Level 0, DFD Level 1.

- Built 6 Odoo ERP modules.

Design of a Web-Based Financial Income Management App for "UMKM Startop Salon"   **July 2023**
- Developed business process, IPO, systems flow, context diagram, DFD level 0, DFD Level 1, ERD, CDM, PDM.
- Sketched wireframes and 11 prototype frames.

SKILLS & TOOLS

Technical Skills : Wireframing, Design Thinking, Prototyping, Usability Testing, Business Process Modeling, System Analysis, ERP Development.

Soft Skills: Project Management, Teamwork, Leadership, Public Speaking, Time Management, Problem-Solving, Critical Thinking, Analytical Thinking, Creativity, Adaptability, and Fast Learning.

Tools: Figma, Adobe Photoshop, Trello, Asana, Maze, Lucidchart, Lucidspark, Microsoft Office, Odoo, GitHub, Vscode.

Language: Indonesia (Native) & English (Intermediate).

ORGANIZATIONAL EXPERIENCE

Vice – Chairman at Paskibra Festival 2024 (Provincial LKBB Compt) *attachment*   **Dec 2023 – Mar 2024**
- Collaborated with 7 sponsors, over 25 media partners, 12 tenants, and more than 100 committee members.
- Successfully ran the event with approximately 2000 visitors and presented 5 trophies including the East Java Governor's trophy and more than 50 other trophies
- Analyzed and created reports from the survey results of 648 respondents about respondent profiles, engagement, satisfaction, reasons for participating in the event, and suggestions
- Managed the administration of registration as many as 45 teams with each team of 18 people.

Secretary at Paskibra Campus Student Activity Unit *attachment*   **Feb 2022 – Feb 2024**
- Devised the entire administration of the organization, such as recording meeting notes, attendance, incoming and outgoing mail.
- Successfully completed 7 proposals and work program accountability sheets in 2022 and 11 proposals and accountability sheets for work programs in 2023.

ACHIEVEMENTS

2nd Place UI Design Mobile Apps in COMPILER 2025   **Feb 2025**
By Universitas Bakrie, Jakarta Selatan

3rd Place AIdeathon International Student Competition 2025   **Jan 2025**
by Universitas Dian Nuswantoro, Semarang

Grand Finalist of Excel Rookie Competition in the 12th Annual Jakarta Marketing Week   **May 2024**
by Mark Plus Corp *attachment*

Funding Recipient of P2MW & Part of KMI Expo XIV – Wants in Undiksha, Bali   **Nov 2023**
by Ditjen Diktiristek – Kemendikburistek *attachment1* *attachment2*

Winner of UI/UX Design Mistik (Mini Gemastik) Competition 2022   **Aug 2022**
by Himpunan Mahasiswa Sistem Informasi Universitas Dinamika *project*

Winner of Technology Paper Mistik (Mini Gemastik) Competition 2022   **Aug 2022**
by Himpunan Mahasiswa Sistem Informasi Universitas Dinamika *project*