Reza Rabbani Rachim

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ABOUT ME

UI/UX Designer and Software Engineering student with a 3.90 GPA. Experienced in managing the end-to-end product design cycle, from user research to usability testing. Possesses a unique ability to bridge the gap between design and development thanks to a fundamental understanding of frontend, ensuring accurate and efficient design implementation.

EXPERIENCES

MCA (Mahkota Cahaya Abadi) Foundation Website | UI Designer (Group 1, Character Building Course)

April 2025 - Ongoing

- Responsible for designing the UI for the Mahkota Cahaya Abadi academic platform, delivering 7 key screens from the landing page and registration to the student dashboard.
- Identified feature requirements by conducting interviews with foundation representatives, then translated the results into interactive prototypes to visualize user flows.
- Implemented design feedback by adjusting the color scheme to align with the foundation's logo and streamlining features based on program needs.
- The project is currently in the development phase. Additional features such as quizzes and videos are being considered based on feedback.

YurShop | UI/UX Designer (Design Development Team) | Mobile Programming   *October – December 2024*

- Led the end-to-end UI/UX design for the "YurShop" vegetable e-commerce application, producing a total of 23 screens from concept to a functional prototype in Figma.
- Designed efficient features, selected a soft color scheme appropriate for the e-commerce theme, and proactively improved the post-purchase flow by adding an invoice design.
- Successfully completed the entire UI design phase for the user journey and integrated it into mobile application development, which received positive appreciation from the lecturer.

UI Designer | KerjalN Job Portal (Bootcamp Project)   *May - June 2024*

- Designed and finalized the UI for the "KerjalN" job portal site, with key contributions to 4 key pages, including Profile Edit and Application History.
- Developed initial wireframes to provide a general overview of the website design and conducted usability testing with 4 users to validate workflows and optimize the user experience.

E-Commerce Pawon Nadya | UI/UX Designer (Course: Software Analysis and Design)   *May - June 2024*

- Designed the "Pawon Nadya" e-commerce platform to simplify the product purchasing process, producing a total of 35 mockup pages in Figma.
- Created a feature-oriented design with a focus on ease of navigation, paying close attention to grid consistency, font selection, and a harmonious color palette for user visual comfort.
- Received special praise from the lecturer for design consistency and a fully functional prototype.

HackFest 2024 by GDSC Indonesia | Hipster - UI/UX Design   *December 2023 - January 2024*

- Identified gaps in mothers' understanding of stunting through qualitative surveys with 13 respondents, analyzing the data to build 2 accurate User Personas.
- Provided design consultation to the developer team (hacker division) to ensure accurate and consistent UI implementation on the frontend (using PHP).
- Provided design guidance and consultation to the development team ("hacker division") to ensure accurate and consistent UI implementation on the frontend (using PHP).

IT Competition UI/UX Design Category | UI Designer   *November - December 2023*

- Competed by designing an intuitive web UI for an agricultural sales platform, focusing on an intuitive user experience and accessible educational content.
- Contributed significantly to the creation of wireframes to structure the initial web layout and developed detailed user flows to ensure a smooth interaction journey.

EDUCATION

Bina Sarana Informatika University | Bachelor of Software Engineering   *September 2022 – Present*

Software Engineering | *GPA 3.90 / 4.00*

CERTIFICATIONS

- *PCAP: Programming Essentials in Python | Python Institute, LSP BSI*   *July 2023*
- *HackFest Solution Challenge Participant | GDSC Indonesia*   *December 2023*

LEADERSHIP & VOLUNTEER EXPERIENCE

Head of Media Division, Student Association Organization

- Fully responsible for managing the organization's Instagram account, including content planning and post scheduling.
- Led visual documentation efforts for all organizational activities, including capturing photos and videos
- Designed and created visual promotional materials (design posters) for Instagram publication, supporting organizational events and information dissemination.

SKILLS

- UI/UX Tools: Figma, Miro
- Design Processes: User Research, Wireframing, Prototyping, User Flows, Usability Testing
- Programming Languages: Python (Basic)