Malang, Indonesia

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Rizqi Daffazka Haryatama

Summary

I am a passionate professional in the world of technology, with a strong foundation as a Junior Software Engineer and supported by expertise in Project Automation and Content Writing. I believe that successful digital products are born from the perfect combination of clean code, intuitive design, neatly structured automation, and engaging content.

EXPERIENCE

Indonesia Crypto Network — Crowd Puller

AUG 2025 • BALI, INDONESIA

Achievements & Key Responsibilities

- Actively approaching and inviting visitors to participate in event activities, as well as creating a fun and engaging atmosphere.
- Received special praise from the coordinator for initiative and enthusiasm in engaging the crowd and ensuring a positive experience for participants.
- Assisting the promotion team by creating and distributing content on personal social media platforms to reach a wider audience.
- Conducting a simple activation/interaction (such as a photo booth or games) involving more than 200 participants and increasing engagement during the event.
- Increased participation by 67% through effective engagement strategies.

Muhammadiyah University — UX Research

JUN 2024 - JUL 2025 • MALANG, INDONESIA

Achievements & Key Responsibilities

- Increased user satisfaction (CSAT) by 25% by identifying and addressing 5 key pain points through usability testing.

- Reduced checkout drop-off rates by 40% by recommending design changes based on A/B testing results.
- Developing 7 user personas used by the product and design teams for decision making.
- Design and conduct 15+ research studies (usability testing, interviews) for new product features.

Socrates Global — Content Contribution

OKT 2024 - JAN 2025 • REMOTE

Achievements & Key Responsibilities

- Increased engagement rate by 8.5% (from 3%) through storytelling and interactive content.
- Produced 3+ viral pieces of content with an average reach of 38k views per piece on Twitter/X.
- Produce 20+ pieces of content per month with consistent high quality.

Manta Network — Ambassador

AUG 2024 - JAN 2025 • REMOTE

Achievements & Key Responsibilities

- Increased brand awareness by 30% across three campuses through events and digital campaigns.
- Building a community of 500+ active and engaged members with the brand.
- Creating 30+ pieces of organic content that reached 80,000+ people on social media.

Festcrypto Defilogy — Social Media Marketing

FEB 2023 - JUN 2024 • PASURUAN, INDONESIA

Achievements & Key Responsibilities

- Maintain an average follower growth rate of 15% per month through consistent content and active engagement.
- Increased average engagement rate (ER) from 2.5% to 6.8% in 3 months through interactive content.
- Reducing response time to DMs and comments from 12 hours to 1 hour, increasing audience satisfaction.
- Increased followers on Twitter/X by 120% (from 3,090 to 6,800) in 1 year through organic content strategy and strategic collaborations.

PT. Nur Sallam — Marketing Team (Contractor)

FEB 2021 - NOV 2021 • MALANG, INDONESIA

Achievements & Key Responsibilities

- Participate in hotel development planning.
- Built a scalable design system, reducing design-to-development handoff time by 25% and speeding up feature launches.
- Work closely with project managers to ensure all projects are completed on time and meet our high quality standard.
- Improved payment success rates with a redesigned transaction flow, reducing errors by 15%.

EDUCATION

Muhammadiyah University of Malang — Computer Science

2021 - 2025, Indonesia

- Gained a foundation in computer science principles, algorithms, and programming.
- Pursued graphics design alongside my degree, creating logos, posters, and digital art.
- Developed proficiency in Adobe Photoshop, Illustrator, and other design tools.
- Designed promotional materials for campus events and freelance clients.

SKILLS

- **Frontend Dev:** Build Tools, Educative Website, Games, Information Website.
- **Copywriter:** Deep Research, SEO, Storytelling, Broad Knowledge, Copywriting Frameworks, A/B Testing.
- **Project Automation:** Visual Design Workflow Automation, Scripting, Data Processing, Machine Learning Automation, Requirement Analysis.
- **Tools:** Figma, Miro, Jira, Framer, Docker, N8N, Opal, Webflow, HTML5, CSS3, JavaScript, Python, Canva, Notion, Capcut.
- **Collaboration:** Organization, Community Lead, Time Management, Multi Disciplinary Teams, Collaboration with Product Manager/Developers, Advocating Design Feedback.