

Muhammad Rayhan Denel

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SUMMARY

Motivated Information Systems graduate, eager to develop skills in project management, business analysis, and consulting. Able to analyze complex information to identify problems and develop effective solutions. Possesses valuable insights in business, marketing, and product management.

EDUCATION

Universitas Indonesia - Depok, West Java

Bachelor of Computer Science, 2021 – 2025

Relevant courses: Business Management, Technical Business Communication, Principles of Information Systems, IT Project Management.

WORK EXPERIENCE

Product Management Intern | Vidio.com

South Jakarta, DKI Jakarta | 2024

- Conducted market research, competitive analysis, and supported product development.
- Improved user retention, developed monetization platforms, and created user segmentation.

Digital Marketing | Calorify

Depok, West Java | 2024

- Conceptualized marketing strategies and created social media captions.

Teaching Assistant | Human-Computer Interactions, Universitas Indonesia

Depok, West Java | 2024

- Assisted professors in delivering material and explaining lo-fi and hi-fi prototyping.

SELECTED SIDE PROJECTS

Product Manager - Bahari App, Lecturers Competency Mapping in Indonesian Platform

Depok, West Java | 2025

- Led requirements gathering, determined UCD design solutions, coordinated with engineers, and evaluated design/application.
- Led a team of 5. Prototype: bit.ly/PrototypeBahari, Deployment: bahari.airdiansyah.my.id

Scrum Master - Web Application for Wiradha Universitas Indonesia

Depok, West Java | 2024

- Created an honors admission web application using Java Spring Boot and Thymeleaf.
- Figma design for 3 roles. Prototype: ristek.link/WiradhaIS. Led a team of 5.

UI/UX Design Project

Depok, West Java | 2023

- Created UI/UX prototype for a natural disaster alert application (login, registration, notifications, missing person search) based on research.
- Portfolio: ristek.link/perbanprototype

LEADERSHIP AND ORGANIZATIONAL EXPERIENCE

Person In Charge Direct Marketing - COMPFEST 15

Depok, West Java | 2023

- Led a team of 10 and conceptualized marketing strategies.

Staff of Direct Marketing - COMPFEST 14

Depok, West Java | 2022

- Head of "How Can It Be" Content and Head of Compfest Campaign.

SKILLS

Programming Languages: Python, Javascript, SQL, HTML & CSS, Dart

Tools & Frameworks: Git, Django, Microsoft Office, Figma, Jira, Basecamp, Canva, React.js, Next.js, Google Collab, Jupyter, SPSS Statistics

Languages: English, Indonesian