Muhammad Rayhan Denel

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SUMMARY

I'm a motivated fresh graduate information systems, eager to expand my skills, particularly in project management, business analysis, and consulting. I possess a proven ability to analyze complex information to identify problems and develop effective solutions. I've gained valuable insights and knowledge in business, marketing, and product management through webinars and training.

EDUCATION

Universitas Indonesia - **Jakarta, Indonesia**   **Depok, Jawa Barat**
Bachelor of Computer Science   **2021 – 2025**
Related courses: Business Management, Technical business communication, Principles of Information Systems, IT Project Management

WORKING EXPERIENCE

Vidio.com   **Jakarta Selatan, DKI Jakarta**

Product Management Intern   **2024**
- Market Research and Competitive Analysis
- Product Development Support
- Increasing retention rate
- Develop and optimization monetize platform
- Create user segmentation

Calorify   **Depok, Jawa Barat**

Digital Marketing   **2024**
- Conceptualize all marketing strategies for Calorify
- Create captions for all Calorify's social media posts.

Teaching Assistant   **2024**

Human-Computer Interactions at Faculty of Computer Science, University of Indonesia
- Assisting professors in delivering materials to students.
- Explaining the material on prototyping and creating lo-fi and hi-fi prototypes.

HIGHLIGHTED SIDE PROJECTS

Bahari App, Lecturers Competency Mapping in Indonesian Platform   **Depok, Jawa Barat**
- As a Product Manager, I led the requirements gathering process for the Bahari App, ensuring alignment with user needs.   **2025**
- Determined ideal design solutions based on the User-Centered Design (UCD) methodology.
- Collaborated with engineers to define key features and functionalities of the application.
- Executed design and application evaluations to ensure optimal user experience and performance.
- Lead a team of 5 people to develop and execute the idea
- Design prototype : https://bit.ly/PrototypeBahari
- Website deployment : https://bahari.airdiansyah.my.id/

Web Application for Wiradha Universitas Indonesia   **2024**
- As Scrum Master i Create a website-based application for the process of admission to honoring at Wiradha University of Indonesia. This application utilizes the Java Spring Boot framework and Thymeleaf. It is designed using Figma. The application is also designed for three roles: Applicant, Head of Unit, DSDM Admin, and Wiradha. Prototype: ristek.link/WiradhaIS
- Lead a team of 5 people to develop and execute the idea

UI/UX Design Project   **2023**
- Create a UI/UX prototype for a natural disaster alert application. This design is based on thorough research, including user persona research and document research. The UI/UX design is for a mobile application and starts with login, registration, notifications for earthquakes, storms, landslides, and floods, and also includes a feature for searching for missing persons.
  portofolio : ristek.link/perbanprototype

LEADERSHIP AND ORGANIZATIONAL EXPERIENCE

COMPFEST 15 **2023**

Person In Charge Direct Marketing

- Lead a team of 10 member
- Conceptualize all marketing strategic for Compfest 15

COMPFEST 14 **2022**

Staff of Direct Marketing

- Head of How Can It Be Content
- Head of Campaign of Compfest

SKILLS

Programming Languages   : Python, Javascript, SQL, HTML & CSS, dart, Languages: English,Indonesian

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