HASNA AZLYA

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Passionate UI/UX Designer experienced in various mobile and web design projects with expertise in creating visually appealing and user-friendly interfaces. Skilled in user research, wireframing, UI design, prototyping, and testing. I am experienced in translating user needs, user pain point, and user expectations into intuitive design solution. I thrive on collaborating with cross-functional teams to to ensure the seamless implementation of designs.
Portfolio link : https://hasnaazlya.framer.website/

PROFESSIONAL EXPERIENCE

Elux Space   January 2024 – July 2024
UI/UX Designer
- Successfully handled 5+ client projects including SaaS websites, website redesign, and mobile app projects, by following briefs and always delivering the design on track with the timeline.
- Designed dribbble shots such as website, mobile app, dashboard, and shopify template by conducting design research and keeping up with the latest design trends.
- Collaborate with cross-functional teams, including developers and product managers, to align designs with the timeline, client requirements, business objectives, and technical requirements.
- Supervised a team of 3 interns, providing detailed design reviews and constructive feedback to enhance their UI/UX skills and project contributions.

Suitmedia   February 2023 – June 2023
Web UI/UX Designer Intern
- Analyze user needs and behavior by conduct user research, competitor benchmarking, and desk research to define goals and expectation, challenges, market insight, and visual aspect needs.
- Responsible for working on 8 projects from several client companies with different industries to redesign their websites.
- Collaborate closely with other teams such as analysts, strategists, developers and content marketing to ensure a smooth solution for the project being worked.
- Conceptualize idea and research result by making a empathy map, user persona, user journey, content flow, low fidelity, and high fidelity design.
- Present and communicate design concepts, ideas, and solutions effectively to team member, mentor, and supervisor.

Bangbeli   September 2022 – December 2022
UI/UX Designer Intern
- Designed "Cash Flow Feature" which is a new feature in Bangbeli starting from user research and identifying user pain points.
- Responsible for creating user flow, wireframes, and 40 pages high fidelity prototype.
- Conducted user research and usability testing the prototype with an average score of 81%.
- Collaborated with product associate and engineer team to keep lines of communication and ensure a smooth design hand-off.

ORGANIZATIONAL EXPERIENCE

BEM Fakultas Ilmu Komputer Universitas Brawijaya   February 2021 – May 2021
Staff of External Relation
- Made a form for evaluating the performance of BEM FILKOM UB that successfully got 94 respondents.

- **Participated in monitoring and coordinating 7 student organizations under the Faculty of Computer Science Brawijaya University.**
- **Built relationship between BEM FILKOM UB and 5+ institutions outside the Faculty of Computer Science at Brawijaya University.**

EDUCATION

Brawijaya University   **June 2020 – January 2024**
Bachelor Degree of Information System

Activities : Public relation staff Weeks of Welcoming Sistem Informasi 3rd, committee of 4C National Competition.

HONOR AND AWARDS

- **1st Winner UI/UX Design Competition INSPACE 2022 – Institut Teknologi Kalimantan**
- **2nd Winner UI/UX Design Competition I-COM 2022 – Universitas Ahmad Dahlan**
- **Finalist Business Plan Competition IPB Business Festival 2022**
- **Finalist Business Model 4C National Competition 2022**

SKILLS

- **Hard Skills   : UX research, UI design, mobile and web design, product design, wireframing, prototyping, testing**
- **Soft Skills   : Critical thinking, design thinking, team working, time management, problem solving, adaptive and creative**

COURSE AND CERTIFICATIONS

- **Creative Layout Design for Website and Mobile Apps - Udemy**
- **Certificate of Completion Niagahoster UI/UX Designer Virtual Internship Experience Program**
- **Mentee and Best Mentee UI/UX Design Magang Update Academy Vol. 7**
- **Harisenin Mini School UI/UX Design and Product Manager**
- **Basic HTML - Skilvul**
- **Fundamentals of Digital Marketing – Google Digital Garage**