



Oktavianus Seraphino Unu

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PROFILE

Driven by a passion for mobile technology and entrepreneurship, I am eager to leverage my double degree in Information Systems and Business Creation as an gain hands-on experience in the company/industry while contributing to digital transformation efforts. With 6 semester of experience designing and developing innovative mobile applications, I possess the technical expertise and creative problem-solving skills to contribute significantly to the growth and success of your organization. I am confident in my ability to translate cutting-edge ideas into impactful, user-centric applications that drive business objectives.

EDUCATION

BINUS University | Digital Business Innovation (Information System & Business)

August 2022 – Present

❖ GPA : 3.79 / 4.00

❖ Achievement:

- Good Achievement at SASC (Student Advisory and Support Center) Scholarship Mentor (Odd - Even Semester 2023).
- Volunteer Socialization of Batik Development at SDN 2 Blimbing Malang (June 2023).
- Volunteer Socialization about Kehidupan Beragama di Era Digital at SDN 4 Saptorenggo Malang (November 2023).
- Social Activities in the Context of Character Development in the Odd Semester 2022 (December 2023).
- Volunteer Pendamping Pengabdian Kepada Masyarakat (PKM) Design Thinking Pt. Manunggal, Jawa Timur (March – August 2024).
- Published an article on Research Gate titled "Menjaga Integritas Akademik: Pentingnya Etika dan Tanggung Jawab dalam Dunia Pendidikan," highlighting the significance of academic integrity and ethical behavior in education (March 2024).

PROJECT EXPERIENCE

- **Study BMC : RenewOil - Transforming Plastic Waste into Sustainable Fuel** (February 2023 - June 2023)
 - o Converted plastic waste to alternative fuel using pyrolysis with 3.5-year break-even and Rp 671M+ NPV.
 - o Created Business Model Canvas targeting transportation sectors with 9 elements.
 - o Managed Rp 1B investment showing revenue growth from Rp 400M to Rp 900M over 4 years.
- **Business Operation System and Supply Chain of Keripik Tempe Burung Swari Malang** (February 2023 - June 2023)
 - o Analyzed operational flow of a specialty food retailer, identifying 7 critical activities with zero slack and 2 activities with buffertime
 - o Developed strategic recommendations operational efficiencies through critical path optimization and online marketing channels.
- **Java Cashier Register Application** (June 2023)
 - o Developed a JavaFX shopping application in NetBeans with a menu list, payment processing, and receipt generation, calculating totals, cash payments, and balances.
- **A Heuristic Plan: User Experience Research and Redesign Maxim Application** (December 2023)
 - o Conducted a benchmarking analysis of the applications (Maxim, Grab, and Gojek), evaluating their strengths, weaknesses, and user ratings.
 - o Developed a heuristic framework using 11 Heuristic Plan to enhance Maxim's user experience by integrating user feedback and feature comparisons for strategic improvements.
- **Project ISYS6596003 Sistem Informasi at EduFlix** (December 2023)
 - o The design includes a high-fidelity user interface (Figma), user journey, persona, navigation map and conceptual & concrete scenarios.
- **Business Plan Smart Trolley** (June 2024)
 - o Led the smart trolley project with a IDR 550 million investment, achieving a 48.89% ARR, a payback period of 2 years and 11 months, and a positive Net Present Value of IDR 108,475,065, alongside an IRR of 26.35% and a Profitability Index of 1.469 (appropriate).
 - o Developed a comprehensive business strategy that included SWOT analysis, Business Model Canvas, operational and financial risk mitigation, marketing and sales strategies, and high-fidelity designs in Figma.
- **Information System Project at SABANA App** (December 2024)
 - o Developed a Business Process Model with Activity Diagram, Use Case Diagram, Domain Model Class Diagram, State Machine Diagram, Use Case Descriptions, Activity Diagrams for Use Cases, System Sequence Diagrams, and CRUD operations.
- **Data and Information Management at Bali Scooter Rental** (December 2024)
 - o Conducted an in-depth interview with an owner motorcycle rental business in Bali, leading to the development of a comprehensive business process and system definition.
 - o Designed a database structure, including Conceptual ERD, Logical ERD, and normalization from UNF to 2NF, resulting in 7 classes and 1 subclass in the domain class diagram.
 - o Created a high-fidelity prototype in Figma, along with detailed data collection and analysis to support system requirements and enhance user interface.
 - o Implemented an AI feature that analyzes customer data stored in the database to provide personalized motorcycle recommendations based on user input.
- **App Soccerates - Low Code Mendix** (December 2024)
 - o Created a comprehensive wireframe for the app, defining user stories and establishing styles for pages, columns, and buttons to enhance user experience.
 - o Developed an extended domain model with 5 classes, incorporating dynamic data, microflows, nanoflows, nested data, and validation for all input fields, alongside security measures.

- Presented the project outcomes, including prevention of delete actions, cascading delete functionality, and mobile view adaptations, to the class, showcasing the overall design and functionality.
- **Analysis RideEase in Context of Advanced in Business Application Development** (Februari 2024 – Present)
 - Conducted an in-depth interview with the owner of RideEase to collect quantitative and qualitative data on rental habits, establishing essential app requirements including User Registration, AI Recommendation System, and Payment System.
 - Developed 14 use cases involving three actors: Users, Admin, and Staff, along with a detailed project timeline spanning 6 months and a budget estimate of Rp9,758,200 for implementation.
 - Created a comprehensive system architecture, featuring high-fidelity prototypes in Figma for Staff (mobile), Users (web and mobile), and Admin (desktop), enhancing user experience across platforms.
 - Compiled a complete data dictionary and Entity-Relationship Diagram (ERD), ensuring clarity in data structures and facilitating efficient database management for the application.
- **Information System Project Management of RideEase** (Februari 2024 – Present)
 - Led the end-to-end development of the RideEase mobile application over a 6-month timeline, managing planning, design, implementation, testing, and deployment phases.
 - Oversaw project scope management and budget exceeding Rp 513 M, optimizing resource allocation and coordinating cross-functional teams to deliver a fully operational transportation solution.
- **Analysis Samsung Phone in Marketing Data Analytics** (March 2024 – Present)
 - Analyzed trends in Samsung phone usage through 30 public journals in Indonesia using Publish or Perish, identifying key insights and patterns.
 - Evaluated the potential of each journal to determine priority topics for discussion, establishing a top priority for further development and research.

ORGANIZATION

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- Head of Keluarga Mahasiswa Katolik (KMK) Binus@Malang Equipment Division** (Odd-Even Semester 2023)
- Prepared equipment for events and contributed ideas for organizational development, demonstrating proficiency in communication, photography, and editing.
- Head of Pusat Pikiran Kita (Puspita) at SMAS Seminari Pius XII Kisol** (Odd-Even Semester 2021)
- Organized monthly bulletin boards and coordinated writing competitions for grades X-XII, promoting creativity for national events like National Education Day and Teacher's Day.
 - Compiled and published a book of daily experiences from the dormitory, selling copies at IDR 25,000/book.

LANGUAGE & SKILLS

Language : English (Full Profesional Proficiency) & Indonesia (Native or Bilingual Proficiency)

Skill: MySQL, PHP, Java, JavaFX, iReports, XAMPP, Docker, RStudio, HTML, CSS, JavaScript, Microsoft365, Figma, Canva, FontAwesome, Mendix, GameMaker, Miro, Publish or Perish and so on.