

M. SA'ADUDDIN ABDILLAH YUSUF

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I am a seventh-semester Information System student with a passion for web development and data analytics. Through academic projects and hands-on experience, I've developed strong problem-solving, teamwork, and leadership skills. My participation in the Bangkit 2024 program has sparked my enthusiasm for cloud engineering. I enjoy acquiring new knowledge, addressing challenges, and collaborating to develop impactful technological solutions.

Education Level

UPN “VETERAN” JAWA TIMUR – SURABAYA, INDONESIA Jun 2022 – Jun 2026 (Expected)

Undergraduate Program in Information System, 3.668/4.000

- Studied database design, SQL and business process analysis, focusing on data management and e-business application
- Gained expertise in Customer Relationship Management (CRM), Supply Chain Management (SCM), and IT Service Management, learning to analyze and optimize business operations.
- Practiced web development with HTML, CSS, JavaScript, and PHP, alongside UI/UX design using Figma
- Developed desktop programming skills using Visual Basic in Visual Studio

KHAIRUNNAS ISLAMIC BOARDING SCHOOL – SURABAYA, INDONESIA Jun 2019 – Jun 2022

Science-focused high school graduate

- Achieved an average final grade of 89
- Actively participated as secretary of the Student Council (OSIS)

Skills

- **Soft Skills:** Problem-Solving, Critical Thinking, Teamwork, Leadership, Critical Thinking, Conflict Resolution, Interpersonal Skills, Adaptability, Communication, Event Organizer
- **Technical Skills:** ERD, SQL, MySQL, RDBMS Concepts, Microsoft Office (Word, Excel, Powerpoint, Project), Google Workspace, HTML, CSS, JavaScript, PHP, Java, python, Figma, Canva, Visual Studio Code
- **Languages:** Indonesian (Native), Java (Native), English (Proficient), Arabic (Beginner)

Projects

Customer Segmentation for Marketing Strategy Optimization ([Project Report](#))

June 2025

Final Project for Customer Relationship Management Course

- Developed a customer segmentation model for an online cosmetics store, Meyezzz.id, using the K-Means clustering algorithm in Python to analyze transaction data.
- Conducted data preprocessing, descriptive analysis to identify top-selling products and peak transaction times, and implemented the elbow method to determine the optimal number of customer clusters.
- Successfully identified three key customer segments (Low-Value, Medium-Value, and High-Value) and proposed targeted CRM strategies, such as product bundling and exclusive rewards, to enhance customer retention and increase sales

“Wheelify” Vehicle Classification App ([Repository Link](#))

Sep – Dec 2024

Bangkit 2024 Batch 2 Capstone Project

- Developed a scalable cloud architecture for a mobile app that classifies vehicle types using image-based machine learning models
- Deployed APIs with TensorFlow models on Google Cloud Run and integrated Firebase for storage and database management
- Designed a cost-efficient pipeline for image processing, inference, and result storage, optimized within a \$100 budget

“SIPUD (Sistem Informasi Produk Unggulan Desa)” Website

Mar – June 2024

Group final project for Web Programming Course

- Developed a responsive website for promoting and selling village products with features like product management, transaction processing, and analytics, using HTML, CSS, JavaScript, and PHP

“Rumah Kos” Desktop Application

Nov – Dec 2023

Group Final Project for Desktop Programming Course

- Built a rental management desktop app with features for tenant and transaction management using Visual Studio

Analysis and Design of “Kos Sukodami” Application Information System

Oct – Dec 2023

Group Final Project for Analysis and Design Information System Course

- Designed a rental property management system with detailed DFD, ERD, and UML diagrams
- Created a mobile UI prototype using Figma

“YUUPI MOBILE” Figma Prototype

June 2023

Group Final Project for software engineering Course

- Designed a Figma prototype for a PlayStation rental app, focusing on intuitive and engaging user experience

Experiences

BANGKIT ACADEMY 2024 BATCH 2

Sep 2024 – Jan 2025

Cloud Computing Cohort

- Gained knowledge of cloud computing fundamentals, including managing cloud infrastructure, networking, and security using Google Cloud Platform
- Prepared for and simulated the Google Associate Cloud Engineer certification exam
- Developed a mobile application within a cross-functional team, integrating machine learning models and deploying cloud-based APIs for enhanced functionality as part of the capstone project

Organizational Experiences

HIMASIFO UPN “VETERAN” JAWA TIMUR – SURABAYA, INDONESIA

Mar 2024 - Feb 2025

Vice Chairman of Department Social Community

- Oversaw department members and programs, assisted the department chair, and was responsible for new member selection

HIMASIFO UPN “VETERAN” JAWA TIMUR – SURABAYA, INDONESIA

Mar 2023 – Mar 2024

Staff of Department Social Community

- Secretary for “RADIASI” (Ramadhan Berbagi Bersama Sistem Informasi), successfully coordinated and distributed 113 meal packages for breaking the fast.
- Vice Chair of “Donor Darah HIMASIFO” Event, organized and managed an event that collected 45 blood bags.
- Equipment and Consumption Division for “SIFO MENGAJAR”, Managed the event held over two days at a school, ensuring all food and tools during the event.
- Treasurer for “SIPA” (Sistem Informasi Peduli Anak), Responsible for financial management and budgeting for the event.