DEYOLA FADWA SHIFANA

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Recent Information Systems graduate passionate about Business Analysis and Web Development. Experienced in analyzing processes, optimizing workflows, and supporting operational functions. Skilled in collaborating with teams to drive efficiency and contribute to business growth.

Education

Universitas Andalas - **Padang City**   Aug 2020 - Nov 2024

Bachelor of Information System, 3.78/4.00

Work Experiences

PT Semen Padang - **Padang City**   Mar 2025 - Present

Sistem Informasi Magenta 2025

- Designed visual materials (posters, infographics) in the SHE Unit, enhancing team engagement.
- Participated in website project planning to optimize the SHE Unit's information system.

UPZ Baznas PT Semen Padang - **Padang City**   Oct 2024 - Feb 2025

Full Stack Developer & Business Analyst (Project-Based)

Implemented agile methodologies in a hybrid work environment, increasing team productivity by 25%. In this role, I:

- Analyzed business requirements and optimized workflows, increasing operational efficiency by 20%
- Contributed 50% to the development of upzsp.org, ensuring timely completion and optimization.
- Introduced four new functional features, improving user experience, operational efficiency, and website performance, leading to higher user retention and engagement.
- Conducted system evaluations 1-2 times a week and implemented updates to maintain website integrity and ensure data safety.
- Utilized PHP Laravel, MySQL, and Figma to optimize development processes and enhance the user experience.

Kostpad - **Padang City**   Sep 2022 - Dec 2024

Chief Executive Officer

Kostpad aims to simplify the search for accommodation in Padang City, making it more efficient and transparent for students and employees. In this role, I:

- Conducted 5 field surveys, evaluating 10–15 boarding houses per survey to match customer preferences.
- Increased social media engagement by 95% through content creation and promotion on Instagram.
- Engaged with customers and owners to provide tailored recommendations, with 20% of interactions in person and 80% through social media.

Bag'in - **Padang City**   Oct 2023 - Nov 2024

Chief Operational Officer

Bag'in is a local brand specializing in a variety of minimalist and aesthetic tote bags within the Services and Trade category. In this role, I:

- Analyzed business needs to develop marketing strategies, increasing customer engagement and sales by 25%.

- Managed daily operations, including cash flow, sales, and purchases, contributing to a 20% revenue growth.
- Streamlined processes with Excel and Word, ensuring accurate records and improved efficiency.
- Collaborated with the team to create engaging videos, boosting social media interactions and brand recognition by 20%.

PT Inovasi Energi Prima - **Padang City**   Jun 2024 - Jul 2024

Web Developer (Project-Based)

In this project, I played a crucial role in both the design and development phases, focusing on creating a website that aligns with PT INOVASI ENERGI PRIMA's mission of supporting sustainable innovation:

- Designed a user-centric layout with Figma, resulting in a 25% improvement in stakeholder approval ratings during review sessions.
- Developed a fully functional website on schedule, meeting all technical requirements, reducing project completion time by 15%.
- Integrated interactive features and a user-friendly interface, improving user experience and browsing intuitiveness.

UPZ Baznas PT Semen Padang - **Padang City**   Feb 2024 - Jun 2024

Full Stack Developer & Business Analyst (Internship)

During my internship, I contributed significantly to the website development project, focusing on both foundational features and user experience:

- Completed 30% of the website development project, including business process design, UML diagrams, and website/database development.Implemented improved workflows, boosting team productivity by 20%.
- Designed responsive UIs with HTML, CSS, and JavaScript for seamless multi-device compatibility.
- Built backend functionality with PHP Laravel, enhancing system performance and reliability.
- Conducted system evaluations once a week and resolved bugs to ensure smooth website functionality.

BPTU HPT Padang Mengatas - **Lima Puluh Kota, West Sumatera**   Jan 2023 - Feb 2023

Full Stack Developer & Business Analyst (Internship)

During my internship at BPTU HPT Padang Mengatas, I was involved in analyzing the company and assisting in the development of information technology through web development:

- Perform business analysis and design UML diagrams, optimize system workflow and increase operational efficiency by up to 30%.
- Developed the website using PHP, optimizing backend functionality and improving site performance by 25%.
- Utilized MySQL for database management, reducing data retrieval time by 20% and ensuring data integrity.
- Designed intuitive user interfaces with Figma and enhanced navigation

Organizations

Laboratory of Geographic Information System   Oct 2021 - Sep 2024

Laboratory Assistant

- Boosted Instagram engagement by 30% through strategic content creation and promotional activities.
- Delivered hands-on GIS courses, equipping students with practical and theoretical knowledge.

Himpunan Mahasiswa Sistem Informasi - **Padang City**   Jan 2023 - Sep 2023

General Secretary

- Managed correspondence and schedules, ensuring smooth operations for 40+ organizational members.
- Supervised secretaries across divisions to maintain consistent records and effective communication.

BEM KM FTI Unand - **Padang City**   Jan 2022 - Nov 2022

Information and Media Division

- Planned and published engaging content for official media channels, increasing event participation by 20%.

- Documented 10+ major events to ensure comprehensive coverage and improve organizational transparency.

- Oversaw financial management, ensuring effective budget utilization and reporting.

Publication

- **Journal Pengabdian untuk mu negeri** ⊘: Pembangunan dan Implementasi Sistem Informasi Pendaftaran dan Absensi Online Magang Berbasis Website pada BPTU HPT Padang Mengatas