RIRIN WIJAYANTI

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PROFILE SUMMARY

Aspiring UX/UI Designer actively expanding skills through coursework at Skilvul and Fast Camp. Eager to apply foundational knowledge of user-centered design principles, wireframing, and prototyping in a practical internship environment. Seeking a UX/UI Designer Internship at Coptera to contribute to innovative projects and further develop expertise under the guidance of experienced professionals.

SKILLS SUMMARY

- UX/UI Design Fundamentals: User Research, User Flows, Information Architecture, Wireframing, Prototyping.
- Software: Figma, Miro.
- Core Competencies: Communication, Collaboration, Problem-Solving, Familiarity with HTML and CSS.

BOOTCAMP PROJECT

Localyoo Website for Indonesian Traditional Food
Developed the Localyoo website to enhance the online presence of a local cafe, promoting Indonesian culinary traditions and community engagement.
Key contributions:
- Researched and wrote compelling content highlighting the cultural significance, unique ingredients, and sourcing practices of Indonesian dishes.
- Prioritized a user-centered approach to design, ensuring intuitive navigation and easy access to key information about the cafe's mission and menu.
- Aligned website design and content strategy with the cafe's goals of supporting local businesses, promoting cultural preservation, and fostering community engagement.
- Utilizing HTML and CSS–focusing on creating a responsive and accessible design. *See my project here: [link to project]*

WORK EXPERIENCE

KPPS (Kelompok Penyelenggara Pemungutan Suara) Member - Pilkada 2024   **27 November 2024**
Komisi Pemilihan Umum Republik Indonesia (KPU RI)
- Played a key role in facilitating the Pilkada 2024 election, serving over 500 registered voters and ensuring a smooth and efficient voting process through careful attention to detail and adherence to procedures.
- Actively contributed to creating a welcoming and accessible environment for all voters. Maintained transparency and impartiality in all voting procedures, building trust in the democratic process.
- Honed skills in process optimization, user-centered thinking, and collaborative problem-solving, relevant to UX/UI design.

CAREER DEVELOPMENT ACTIVITIES

- Coding Camp 2025 - Machine Learning Engineer (DBS Foundation & Dicoding Indonesia): Participating in an intensive coding camp to develop advanced analytical and problem-solving skills. This program enhances my ability to analyze data sets, identify trends, and generate innovative solutions, skills that are highly valuable in understanding user behaviour and informing data-driven design decisions in UX/UI. (Expected Completion: Jun 2025). *See the program [link].*

- UX/UI Design (self-directed learning): continuously enhancing skills in user-centered design and communication through online courses. The goal is to create compelling and accessible content for stakeholder engagement, improving my ability to communicate design concepts effectively and advocate for user needs.

EDUCATION

Udayana University - Faculty of Humanities | Denpasar, Bali | *See My Background Degree*
Bachelor of Arts in English Literature
Activities:

- Volunteer *English Language Instructor:* Created a supportive learning environment for students to improve their English communication skills, demonstrating a commitment to education and community development. (Sep 2019).
- "Tahu Marsha" Small Business Owner (Oct 2017 - Dec 2018): Managed a small business, developing strong customer focus, understanding customer needs preferences, and proactive problem-solving – directly transferable to UX/UI user research and empathy.

CERTIFICATIONS

- Start the UX Design Process: Empathize, Define, and Ideate by Google - Dec 27, 2023
- Foundations of User Experience (UX) Design by Google - Oct 1, 2023
- Foundations of Project Management by Google - Oct 1, 2023
- Belajar Dasar Visualisasi Data by Dicoding Indonesia - Expired Feb 14, 2028
- Memulai Pemrograman dengan Python by Dicoding Indonesia - Expired Feb 13, 2028
- Belajar Dasar Pemrograman Web by Dicoding Indonesia - Expired Oct, 2027
- Belajar Dasar AI by Dicoding Indonesia - Expired Sep 27, 2027

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Date: February 20, 2025

Hiring Manager

Coptera

Dear Hiring Manager,

I am writing to express my strong interest in the UX/UI Designer Internship at Coptera, as advertised on Instagram. After dedicating time to skill enhancement during a career break, I am eager to apply my newly acquired knowledge and contribute to Coptera's innovative projects.

Currently, I am actively expanding my UX/UX skills through coursework at Skilvul and Fast Camp, focusing on user-centered design principles, wireframing, and prototyping. As demonstrated in my Localyoo website project, I am passionate about creating engaging and accessible digital experiences. This project honed my skills in user research, content creation, and front-end development using HTML and CSS, aligning website design with the cafe's goals of supporting local businesses, can be reviewed at *[link to project].*

I understand that an internship at Coptera offers an invaluable opportunity to refine my UI/UX design skills through practical application and mentorship. My current participation in a Machine Learning Engineer coding camp (DBS Foundation & Dicoding Indonesia) is further developing my analytical and problem-solving skills, which are valuable assets in data-driven UX/UI design decisions.

I am confident that my blend of newly acquired technical skills, transferable abilities such as communication and problem-solving honed through my small business experience), and demonstrated commitment to community engagement through facilitating the 2024 election, make me a well-rounded candidate for this opportunity. The insights into customer needs and preferences gained from managing "Tahu Marsha" are invaluable in the UX/UI process, as well as my ability to advocate to my "customer" in my small business, are transferable skills in promoting user needs to stakeholders.

Thank you for considering my application. I have attached my resume for your review and welcome the opportunity to discuss my qualifications further in an interview.

Sincerely,
Ririn Wijayanti