

# Shofy Pramesti Putri Guruh

## UI/UX Designer

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🏠 Malang, East Java, Indonesia

📞 085806310294

Third-year Informatics Engineering student, passionate about Machine Learning and Intelligent Computing. Alongside my studies, I bring experience as a UX Designer, Graphic Designer, and SEO Specialist. Always been interested in team-based projects and volunteer work—let's connect and create something impactful!

## EDUCATION

Teknik Informatika

Since 2022

**University of Brawijaya** Malang, Jawa Timur

Major in : Computational Intelligence

Achieved Top 10 in UI/UX Design category at the 4C National Competition 2024.

Matematika dan Ilmu Pengetahuan Alam

From July 2019 to July 2022

**SMA Negeri 3 Blitar** .

- Achieved 3 Gold Medals and 2 Silver Medals in Science and Mathematics Olympiads.
- Achieved the top 5 ranking for the double degree program for Chemical Engineering studies at POLINEMA in collaboration with Shandong University, China.

## WORK EXPERIENCE

UI/UX Designer

Since January 2025 **(1 month)**

**PT Solusi Anak Sakti** Denpasar, Bali

Internship to fulfill the MBKM program.

Secretary Coordinator

From May 2024 to December 2024 **(7 months)**

**HOLOGY 7.0** Brawijaya University

Served as the primary point of responsibility for organization and administration of over 2000 participants, overseeing smooth operations and accurate documentation for FILKOM UB.

Secretary Staff

September 2023 **(1 month)**

**KEMENDIKBUDRISTEK** Republik Indonesia

Acted as a Liaison Officer for participant while managing administrative and secretarial duties for the preparation and execution of the GEMASTIK XVI.

SEO Copywriter

From April 2023 to December 2023 **(8 months)**

**PT. Soebandi Agriculture** Malang

As an SEO Specialist in Digital Marketing, responsible for creating high-quality content, implementing SEO strategies, analyzing data and trends, and collaborating on integrated marketing efforts to enhance visibility and audience engagement.

SEO Copywriter

From March 2023 to May 2023 **(2 months)**

**PT. Piranhamas Group** Malang

Created and optimized clear, senior-friendly digital content, ensuring user-friendliness through editing while applying SEO strategies to enhance visibility and search rankings.

Freelance Graphic Designer

From October 2020 to December 2020 **(2 months)**

**SMA Negeri 3 Blitar & SMAN 1 Kademangan** .

Received an offer to take responsibility for visual design, including banners, logos, posters, wristband tickets, and similar promotional materials throughout the 24th Anniversary celebration of SMAN 3 Blitar and during the 32nd Anniversary celebration of SMAN 1 Kademangan.

## HONORS & AWARDS

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### Top 10 in UX Design category at the 4C National Competition 2024.

Finalist in the 4C National Competition, UX Design category, with the theme: "Information Technology for Improving Public Services and Digital Literacy Towards Indonesia Emas 2045." Issued by 4C National Competition · Nov 2024

## LICENSES & CERTIFICATIONS

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- Business Analytics: Excel Macros & VBA by Microsoft
- Getting Started with Amazon Personalize by AWS
- Innovating with Google Cloud AI by Skillup x Google Cloud
- Neural Network 101 : Image Recognition using Machine Learning by Simplilearn
- Transformer Models and BERT Model by Skillup
- Basics of Web Scraping by Skillup
- Create Image Captioning Models by Simplilearn x Google Cloud

## AREAS OF EXPERTISE

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### UI/UX

Corel Draw, Figma, Framer, Adobe XD, Canva, Google Suite

### Coding

Java, SQL, Python, Bootstrap