



NAJLA DANIYA KHANSA

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Bhumi Husada Indah, Jl. H. Saleh, Kalibaru, Cilodong, Depok City, West Java 16414

A final-year Information and Communication Technology student with hands-on experience in UI/UX design, web development, and digital branding. Proficient in Figma, Adobe Illustrator, Photoshop, and HTML, I have contributed to various projects, from e-commerce platforms to promotional design for retail brands. Passionate about creating intuitive digital experiences and optimizing visual identity to enhance user engagement.

Work Experiences

The Foodhall Supermarket (MAP Group) - South Jakarta

Nov 2023 - Feb 2024

UI/UX Designer (Internship)

The Foodhall is a retail groceries that independently runs under PT Swalayan Sukses Abadi part of PT Media Adiperkasa Tbk.

- Provided UI/UX design recommendations to the product manager, analyzing user behavior to identify pain points and areas for improvement.
- Created and documented product packshots for over 10,000 SKUs, ensuring 100% accuracy and strict alignment with online catalog standards.
- Designed and implemented 50+ promotional website banners, increasing user engagement and boosting campaign visibility.

CV. Lea Gloria - Bogor, Indonesia

Jun 2023 - Aug 2023

Web Developer (Internship)

A beauty and skincare company that manufactures beauty products under the brand name Lea Gloria.

- Developed responsive web applications using HTML, CSS, and JavaScript, adhering to UI/UX principles.
- Optimized website performance for fast load times and conducted security enhancements.
- Worked closely with cross-functional teams to align project objectives and deliver quality digital solutions.

PT Indonesia Graphic - South Jakarta

Jan 2020 - Mar 2020

Junior Designer (Internship)

Provides products for digital printing needs and after-sales service.

- Designed a collaborative scarf collection in partnership with Fenny Saptalia, contributing to the conceptualization and execution of the designs.
- Edited and prepared 50+ product photos from the new collection for social media, enhancing visual appeal and brand consistency for Fenny Saptalia.

Education Level

Asia e University - Subang Jaya, Malaysia

Sep 2021 - Sep 2025 (Expected)

Bachelor of Information and Communication Technology, 3.60/4.00

CEP CCIT FT University of Indonesia - Depok, Indonesia

Jul 2021 - Sep 2023

Certificate in Information Technology, 3.36/4.00

Tirtajaya Vocational High School - Depok, Indonesia

Jul 2018 - Jun 2021

Major of Multimedia

Organisational Experience

Gelora Wirausaha University of Indonesia - Depok, Indonesia

Sep 2023 - Nov 2023

Creative Media

Gelora Wirausaha is a program for students interested in entrepreneurship, offering a 3-month internship and upgrading classes focused on entrepreneurship.

- Designed and edited multimedia content, including images, videos, graphics, audio, and photos, to meet content needs.
- Managed visual media branding, ensuring consistent and cohesive brand representation across all platforms.

- Collaborated with multiple divisions to fulfill design requests and ensure cohesive messaging for social media posts.

Education College Indonesia - Depok, Indonesia

Dec 2021 - Mar 2022

Public Relation (Social media Specialist)

Education College Indonesia is a community organization that provides educational content and events to help students achieve their dream campus.

- Managed social media content for Education College Indonesia including post scheduling.
- Engaged with followers on social media platforms to enhance community relations and address inquiries for Education College Indonesia.
- Developed and recommended content strategies for promoting Education College Indonesia, enhancing engagement and brand visibility across social media platforms

Komandro - Depok, Indonesia

Sep 2021 - Sep 2022

Public Relation

Komandro is a platform for students eager to learn more about information technology, bringing together those interested in Android, web, and UI/UX.

- Managed and coordinated the publication of 20+ tutorial class videos on the Komandro YouTube channel, ensuring consistent branding, timely uploads, and audience engagement
- Researched and curated IT competition opportunities, distributing at least 3 competitions per day to Komandro members to support their professional development and participation.
- Shared and distributed relevant information to the public and internal divisions to ensure effective communication and engagement.

GDSC University of Indonesia - Depok, Indonesia

Sep 2021 - Dec 2021

Member

- Google Developer Student Club are community groups for all students in Indonesia who are interested in Google developer technologies. GDSC provides a supportive community where members can enhance their technical skills through workshops, hackathons, and hands-on projects.

Skills

- **Hard Skills:** Figma, Adobe Photoshop, Adobe Illustrator, HTML, SQL, Microsoft office, Canva
- **Soft Skills:** Effective Communication, Problem Solving, Creative Thinking, Teamwork, Time Management, Curiosity, Adaptability
- **Achievements (2023):** Professional Certificate in Information Technology
- **Achievements (2023):** NIIT Certificate
- **Achievements (2023):** PBT TOEFL Score: 537