EKA TIARA NUR FITRIANA

Purwakarta, West Java - Indonesia

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EDUCATION

Universitas Pendidikan Indonesia ✅ **- Bandung, Indonesia**   Aug 2020 - Jul 2024

Bachelor's Degree of Computer Science Education, 3.94/4.00

- **Course:** Human-computer interaction, Graphics Design, Video-Audio Production, Mobile & Web Programming, Database, Software System Analyst.
- **Technology used:** Google Suite, Ms. Office, VSCode, Figma, Adobe Creative, C/C++, Python, HTML, PHP, CSS, Javascript, Java, SDLC, SQL, UML.
- Best Poster in ASEAN Symposium for Science, Engineering, Economic, and Education (ASSEEE), 2021 (International).
- 2nd Place Honorable Mention in UI/UX Design DIMAS-TI, 2023 (National).

INTERNSHIP EXPERIENCE

SMK Negeri 1 Purwakarta - **Purwakarta, Indonesia**   Mar 2024 - May 2024

Teacher Intern (Website Developer)

- Developed a full-stack website leaps.my.id for Algorithm Programming Courses LMS, covering UI/UX design to IT implementation.
- Achieved an 89.80% student satisfaction rate and raised average test scores from 32.62 to 69.76 through the effective integration of the LMS.
- Successfully implemented and integrated the LMS into the curriculum, enhancing instructional delivery and accessibility for 35+ students.
- **Technology used:** LMS/CMS, cPanel, HTML, PHP, CSS, JavaScript, SQL, VSCode, Balsamiq, Draw.io, Figma, Adobe Illustrator, After Effects.

Startup Campus - **Jakarta, Indonesia**   Feb 2023 - Jun 2023

UI/UX Design (MSIB Kampus Merdeka)

- Conducted user research with 10+ participants using surveys and interviews, resulting in detailed personas and map user journeys.
- Created information architecture and designed 200+ wireframes, prototypes, and high-fidelity mock-ups in Figma.
- Delivered innovative designs through usability testing, A/B testing with 30+ participants, refining solutions based on user feedback.
- **Technology used:** Figma, FigJam, Maze, Useberry, Surveys & Interviews tools.

ORGANIZATIONAL EXPERIENCE

Generasi Baru Bank Indonesia (GenBI) - **Bandung, Indonesia**   Oct 2023 - Oct 2024

Manager of Marketing Departement

- Led a team of 19 members in the Creative and ABC divisions, managing over 3+ marketing projects per month using Google Spreadsheets.
- Created 5+ Instagram posts weekly for @genbiupi using Figma and edited 2+ TikTok videos per week using CapCut, Filmora, and Canva.
- Launched and managed website genbiupi.com, increasing website traffic by 40% within first month and improving user navigation experience.
- **Technology used:** Figma, CapCut, Filmora, Google Spreadsheet, Instagram, TikTok, Website, Google Analytics.

Club Ink - **Bandung, Indonesia**   Jan 2021 - Jan 2022

Member of Graphic & UI/UX Design Community

- Designed 5+ monthly Instagram posts for @kemakom_clubink and contributed to project-based UI/UX design activities using Figma.
- **Technology used:** Figma, FigJam, Adobe Illustrator.

PROJECTS, TRAINING & CERTIFICATION

Certifications ✅	: Social Media Marketing, Faculty of Economics and Business Universitas Indonesia	2024
Certifications ✅	: Microsoft Office Specialist Certification for Word 2019 Associate, Microsoft	2023
Certifications ✅	: Proficiency Test of English to Speakers of Other Languages (PTESOL), Universitas Pendidikan Indonesia	2024
Training ✅	: Full Learning Path with Professional Skill in UI/UX Research and Design, My Skill	2024
Training ✅	: Indonesian Women in Tech: Programming with Python Program Thematic Academy, Kominfo Republik Indonesia	2021
Projects ✅	: LEAPS - UI/UX Design & Website Developer	2024
Projects ✅	: KidPick Mobile App for User and Driver App - UI/UX Design	2023
Projects ✅	: DiKosan Website & Mobile App - UI/UX Design & System Design	2022
Projects ✅	: SiPeTik (Sistem Penjualan Batik) - UI/UX Design & Website Developer	2022

SKILLS SUMMARY

- **Skills**   : Wireframe, Prototyping, IA, User Flow, Journeys, UX Research & Testing, Graphic Design, Web Developer, Microsoft Office.
- **Design & Editing** : Figma, Figjam, Useberry, Maze, Balsamiq, Adobe Illustrator, Adobe After Effect, Canva, CapCut, Filmora.
- **Programming**   : HTML, PHP, CSS, Javascript, C, C++, Phyton, SQL, UML, ERD, Visual Studio Code, Draw.Io, StartUML, Visio.
- **Language**   : Bahasa Indonesia (Native), English (PTESOL Score: 447, Professional Working Proficiency).