

# SALSABILA OKTAFANI

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## EDUCATION



**University of Pembangunan Nasional "Veteran" Jakarta** (September 2020-Juli 2024) - Informatics

**Cumulative GPA:** 3.90/4.00 (Cum laude)

**Organizations:** Unit Fotografi&Videografi (UKM) UPNVJ; Kelompok Studi Mahasiswa Multimedia (KSM) UPNVJ

**Relevant courses:** Data mining, Website & Mobile Programming, Digital Image Processing, Human-Computer Interaction, Machine Learning, Computer Vision, Big Data, Deep Learning, Data Visualization

## EXPERIENCES

### Sosial Media Specialist

Dec 2022 - Dec 2023

#### UKM UFO "Veteran" Jakarta

- Surpassed social media growth targets
- Conducted research and strategy development
- Created scripts and captions
- Managed content planning and publishing
- Analyzed follower growth and engagement

### Member of UI/UX Design Advance Class

Feb 2022 - Dec 2023

#### KSM Multimedia

- Developed the 'Bwangyuk' app for efficient waste management
- Designed websites, collaborated with the team on website appearance
- Created scripts and captions
- Actively participated in UI/UX Design competitions like Gemastik 2022

### Junior Product Researcher - Internship

Feb 2023 - Jul 2023

#### Lister Teknologi Edukasi

- Conducted benchmarking, analyzed market trends, user needs, and competitors
- Identified opportunities for new products or improvements, and engaged with users for feedback and insights

### Public Relations

Oct 2022 - Nov 2022

#### UFO Photo and Design Exhibition Young Generation

- Assisted in establishing cooperation with internal and external parties and arranging media partnerships through outreach and collaboration

### Secretary

Aug 2022 - Sep 2022

#### UFO 360°- Photo and Design Exhibition

- Facilitated events, managed administration and documents, ensured guest satisfaction, and optimized workflow for efficiency

## PROJECTS

### Project 1: UI/UX Researcher of EcoTribe Application

Aug 2023 - Dec 2023

#### Colaboration Project

- Analyze trends in the sustainable fashion industry to identify relevant needs and opportunities
- Develop user persona based on research data
- Conduct user testing to identify design issues and gather actionable feedback
- Work closely with the development team to ensure the UI design can be effectively implemented

### Project 2: UI/UX Researcher of SkillSync Application

Aug 2023 - Oct 2023

#### Colaboration Project

- Analyze trends in the sustainable fashion industry to identify relevant needs and opportunities
- Conducted in-depth user research and interviews to identify needs and challenges for a mobile app in the Industry 5.0 context
- Applied User-Centered Design (UCD) methodology, including problem analysis, user requirement specification, prototyping, and usability evaluation
- Evaluated usability through the Single Ease Question (SEQ) method, achieving an average score above 6.0, indicating user-friendly design and effective features

**Project 3: Research on Big Data****Nov 2022 - Dec 2022****Collaboration Project**

- Contribute to project preparation, starting from the stage of literature study, data acquisition, program code generation, and preparation of research reports
- Using the PySpark computational framework based on the Python programming language

**Project 4: UI/UX Designer of Booba Application 2022****Oct 2022 - Dec 2022****Collaboration Project**

- Create UI Design for Booba Application, booking bazar application on android based
- Create idea creative for concept application

**Project 5: UI/UX Designer of KiosKu Application****Sep 2022 - Dec 2022****Collaboration Project**

- Create design for KiosKu App, an application with Direct to Consumer concept, an application for digital advertising
- Active and contribute to the design team, starting from understanding the brief project, making mood boards, sketching, coloring, and exporting
- Create idea creative for concept application

**Project 6: UI/UX Designer of BwangYuk Application Gemastik 2022****Jul 2022 - Oct 2022****Collaboration Project**

- Create product research and interface
- Gathering valid information from clients to synthesize and research ideas
- Create a comprehensive concept to solve problems through the design thinking method
- Create a design for a trash bank application to make waste bank management easier

**Project 7: Research on Digital Image Processing****May 2022 - Jun 2022****Collaboration Project**

- Contribute to project preparation, starting from the stage of literature study, data acquisition, creating program code, and preparation of research reports
- Successfully detection of types of grape leaves using a canny detection, with algorithm LBP feature extraction SVM classification

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**TRAINING AND CERTIFICATIONS****Programming Assistant Certificate of Competence** [\[Certificate\]](#)

Badan Nasional Sertifikasi Profesi • 2023

**MySkill (Sep – Nov 2024)** [\[Certificate\]](#)**UI-UX Research And Design: Fullstack Intensive Bootcamp**

Skills: Process UX Design, User Research &amp; Customer Journey Map, Defining Problem &amp; Ideation Design, Wireframing &amp; Information Architecture, User Interface, Autolayout, Component, Variant &amp; Prototyping, UX Writer, Usability Testing

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**ADDITIONAL INFORMATION****Achievement:**

- **Second Place in the UI/UX Design Competition at FIK FAIR 2023, themed "SCRUM: Sustainable Creativity Usability Milestone"** [\[Certificate\]](#)

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**SKILLS****Languages:** Bahasa Indonesia, English**Tools:** Figma, Ms. Excel, Ms. Word, Google Colab, Canva, InVision, Notion**Programming Language:** Java, Python, C**Video Editing:** Capcut, Tiktok Editing