SHERINA NURUL FASHA

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I am a graduate of computer science majoring in informatics from Amikom University Purwokerto. Active in organizational activities during college, experienced with skills in designing intuitive, aesthetic and user-satisfying user interfaces by increasing the usability, accessibility and comfort of interaction between users and products. Have analytical skills to understand user needs and apply them in functional and attractive designs, and do not rule out the possibility of working in other fields. Experienced in working with cross-functional teams to develop effective design solutions and meet business needs.

WORK EXPERIENCE

Projek UI/UX Designer Project - CV Asosiasi Petani Kelengkeng   **March 2023 - August 2023**
- Design and develop wireframes, mockups, and interaction prototypes for various platforms.
- Conduct user research to understand their needs and preferences, including interviews, surveys, and usability testing.
- Work with the development team to ensure the design can be implemented properly.
- Apply responsive design principles to ensure consistent appearance across devices.
- Use design tools such as Sketch, Figma, Adobe XD, and InVision to create and present designs.
- Create documentation, including UAT, user guides, and UML diagrams, that meet 20% in interface design, user expectations after changes occur.

Web Developer Project - CV Asosiasi Petani Kelengkeng   **September 2023 - November 2023**
- Create UML and database structure and implement existing uiux design into a website application.
- Functional testing on users and create satisfaction up to 20% after revision.
- Responsible for the analysis process and create documentation, including UAT, user guides and UML diagrams.
- Can solve user problems and according to user expectations in using website applications.

FullStack Developer Internship - PT Gama Multi Group   **August 2022 - December 2022**
- Act as an internal technical consultant who manages survey data, helps monitor product quality.
- Design data structures and flows, design application modules that will be developed in detail based on those produced in the production process.
- Develop and prepare modules that can be used in software development.
- Create documentation, UAT, UML diagram user guides.
- Use laravel, wordpress, html, css, js, bootstrap, mysql. and hosting frameworks.

TRAINING AND BOOTCAMP EXPERIENCE

UI/UX Designer - Dibimbing   **July 2024 - August 2024**
- Basic introduction to UIUX Designer.
- Creating a redesign for the checkout page (pickup order) on the FamiApps by Family Mart application.

UI/UX Designer - Dicoding Indonesia   **December 2023 - January 2024**
- Learn to use 3 design kit materials.
- Create mockups by adding elements such as adding features for users to see a complete menu list with prices, descriptions, and photos.
- Understand high fidelity (hi-fi) low fidelity (lo-fi) and prototyping.
- Create designs for food menu pages to checkout.

EDUCATION

Amikom University Purwokerto - Purwokerto   **September 2019 - August 2023**
S1 - Computer Science - GPA 3.52
- Collaborative project between lecturers in creating UIUX Designer and implementing the SupplyLink website application and making an automatic robotic hand sanitizer.
- Participating in the PKM competency organized by the Ministry of Education and Culture (2020)
- Participating in MBKM-MSIB organized by Kampus Merdeka (2022).
- Responsible as coordination and committee in KKL (2022)
- Responsible as treasurer in the UKM Olahraga organization (2022)

- Responsible as secretary in the UKM Olahraga organization (2021).
- Actively participating in more than 10+ campus and off-campus activities, such as PKM, webinars and training, and others.

SKILL

- **UX Researcher**: User Interview, Task Analysis, Usability Testing, Testing, Focus Group Discussion (FGD), Field Study.
- **UI/UX Designer**: User Flow, Design Thinking, Interface Design.
- **Tools**: Figma, Photoshop, Coreldraw, Canva, Sketch, Adobe XD, Invision, Proto.io.
- **Programming**: HTML, CSS, JavaScript, Bootstrap, SQL, GitHub, Hosting, php, Postman, Nodejs, Git, Github, UML Diagram, sublime text, wordpress, Vuejs.
- Analytical thinking
- Effective communication
- Teamwork and collaboration
- Schedule management
- Adaptable
- Easy to learn
- Marketing and sales strategy
- Market analysis and consumer research
- Leadership and team management skills