

# Aydie Rahma

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Dynamic and innovative UI/UX designer with a proven track record of transforming client visions into captivating digital experiences. With expertise in UI/UX, web and graphic design, I have successfully delivered over 25+ design projects. As a mentor, I have empowered over 20+ aspiring designers to master foundational UI/UX principles. My work has earned top honors in international design competitions, reflecting my commitment to excellence and creativity. Passionate about crafting user-centric solutions and driving impactful results, I thrive in collaborative environments where innovation meets functionality.

## Education Level

<b>Universitas Pembangunan Nasional “Veteran” Jakarta</b> <b>Bachelor of Information System (GPA 3.95/4.00)</b>	Aug 2023–Present
• Engaged in hands-on projects to design and optimize system solutions, enhancing problem-solving and critical thinking abilities.	

## Working Experience

<b>Web Designer</b> <b>Credipush Studio – Sulawesi, Indonesia</b>	Oct 2024–Jan 2025
• Designed landing pages based on over 25+ client briefs, creating visually stunning and user-centric websites.. • Created innovative web designs that enhanced user experience and engagement, leading to increased client satisfaction. • Collaborated with clients to understand their vision and requirements, transforming them into creative digital solutions that drove measurable results.	

<b>Freelance Web Designer</b> <b>UFO Veteran Jakarta – Jakarta, Indonesia</b>	Nov 2024–Dec 2024
• Designed sleek, modern web pages and event card lists that effectively showcased key information for user engagement. • Crafted responsive, mobile-friendly designs using Figma, ensuring seamless user experiences across devices. • Created interactive prototypes to visualize the user journey and gather valuable feedback for continuous improvement. • Achieved 95% client satisfaction by delivering high-quality designs on time, meeting project goals, and exceeding expectations.	

<b>Mentor UI/UX Design Basic</b> <b>KSM Android UPNVJ – Jakarta, Indonesia</b>	Oct 2024–Dec 2024
• Mentored over 20+ aspiring UI/UX designers, guiding them through foundational principles and best practices of UI/UX design. • Delivered clear, engaging, and easy-to-understand materials that made complex UI/UX concepts accessible to all mentees. • Provided constructive feedback to mentees, helping them build their skills and confidence in creating user-centered designs.	

<b>Product Designer Project Internal Development (PID)</b> <b>KSM Android UPNVJ – Jakarta, Indonesia</b>	Mar 2024–Nov 2024
• Designed user-centric solutions for the Project Internal Development (PID), focusing on an intuitive Android portal app for KSM Android members and a web-based dashboard for admin management. • Collaborated closely with cross-functional teams to deliver seamless, high-impact products that enhanced user experience and streamlined administrative workflows. • Transformed complex requirements into simple, intuitive designs, contributing to the success of the project and the satisfaction of stakeholders.	

<b>Smojo.ai Chatbot Developer Intern</b> <b>AI4IMPACT &amp; Terra AI Singapore</b>	Feb 2024–Aug 2024
<ul style="list-style-type: none"><li>Specialized in chatbot development using the Smojo.ai platform, contributing to innovative AI-driven solutions aimed at enhancing user interactions.</li><li>Collaborated with the development team to design, implement, and optimize chatbot functionalities, improving the overall user experience.</li><li>Gained hands-on experience with advanced AI techniques, contributing to the evolution of AI technology in a real-world environment.</li></ul>	

<b>Content Creator of Teman bAlk</b> <b>Microsoft Talenta AI Indonesia</b>	Oct 2023–Feb 2024
<ul style="list-style-type: none"><li>Freelanced as a content creator for Microsoft's Talenta AI Indonesia program, specializing in AI, Data, and Cybersecurity topics to educate and inform a broad audience.</li><li>Developed and curated engaging content for social media, including Instagram posts, to increase awareness of key topics in the tech industry.</li><li>Reposted relevant content, ensuring alignment with the latest trends and insights, while enhancing brand visibility and outreach.</li></ul>	

## Organizational Experience

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<b>Graphic Designer</b> <b>Kelompok Studi Mahasiswa (KSM) Android UPNVJ</b>	Dec 2024–Present
<ul style="list-style-type: none"><li>Design various creative assets for KSM Android UPNVJ, including social media content, event materials, and promotional designs that align with organizational goals.</li><li>Develop and maintain brand guidelines to ensure visual consistency across all platforms and materials.</li><li>Enhance the overall aesthetic of the organization's visual identity, contributing to increased engagement and brand recognition.</li></ul>	

<b>Graphic Designer Intern of Kreativa Scope Batch 1</b> <b>Kelompok Studi Mahasiswa (KSM) Android UPNVJ</b>	Feb 2024–Apr 2024
<ul style="list-style-type: none"><li>Aligned graphic design with copywriting content, ensuring both elements communicated effectively and consistently to enhance the overall message.</li><li>Collaborated with a creative team to develop visually appealing designs that resonated with the target audience and supported project goals.</li><li>Created flexible designs that adhered to brand guidelines while adapting to the dynamic needs of copywriting and evolving project requirements.</li></ul>	

## Achievements

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<b>• 3rd Place UI/UX Design International VWO UI 2024</b> Vocational Worldwide Olympiad 2024 Universitas Indonesia	Oct 2024
<b>• Best Winner Redesign Challenge Aplikasi Pemerintah</b> VIX Heroes & VIX Studio	Aug 2024
<b>• 3rd Place UI/UX Design FKBM-IK 2024</b> FKBM-IK Badan Eksekutif Mahasiswa UPN "Veteran" Jakarta	Aug 2024
<b>• Finalist Hackathon International Hackjakarta 2024</b> Hackjakarta by AngelHack	Jul 2024
<b>• 1st Place UI/UX Design Academy 2.0 2024</b> BEMP-STI Universitas Negeri Jakarta	Jul 2024
<b>• 1st Place UI/UX Design Pixels Challenge 2024</b> Google Developer Students Club Sekolah Tinggi Teknologi Terpadu Nurul Fikri	Jul 2024
<b>• AI4IMPACT Awardee Scholarship</b> Selected as one of the awardees of Scholarship AI4IMPACT from over +6,000 candidates.	Feb 2024
<b>• 2nd Place UI/UX Design Competition IC Fest 2024</b> Himpunan Mahasiswa Informatika UPN "Veteran" Jawa Timur	Feb 2024

- **2nd Place AI Chatbot Virtual Tourism Competition 2023** Dec 2023  
AI4IMPACT X Dinas Pariwisata dan Kebudayaan Kota Bogor
- **Best Mini Project Trial Study Club 2023** Nov 2023  
KSM Android UPN "Veteran" Jakarta

## Portfolios

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- **Dribbble**  
<https://dribbble.com/aymaize>
- **Behance**  
<https://www.behance.net/aydierahma>
- **Instagram**  
<https://instagram.com/aymaize>
- **Documents**  
<https://ristek.link/PortfolioAydieRahma>

## Skills

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- **Soft Skills:** Collaboration & Teamwork, Problem-Solving, Time Management, Creativity, Communication, Adaptability, Customer-Centric Approach
- **Hard Skills:** UI/UX Design, Web Design, Graphic Design, Figma, Canva