

# MONICA BUTARBUTAR

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Jakarta, Indonesia

Monica is a fresh graduate with experience in business development and app development. She has achieved recognition by winning international WWDC competitions through creative app creation. As a fast learner and adaptable individual, Monica is passionate about analyzing, designing, and developing solutions. She possesses critical and analytical thinking skills, design thinking, and hands-on design research expertise to deliver effective and useful solutions. She excels in both individual and team environments with strong communication and collaboration skills.

## Work Experiences

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### DiTenun - Toba, Indonesia

Aug 2022 - Jan 2023

#### *Business and Design*

DiTenun is a start-up that focuses on creating digital weaving motifs through AI-based applications.

- Created a successful partnership with local MSMEs Batikta and Kaldera Toba.
- Designed ulos patterns using DiTenun software that were transformed into Toba souvenir products at Batikta.
- Executed a training workshop on DiTenun Design Software for Toba artisans and weavers.

### Fishcus - Batam, Indonesia

Oct 2023 - Dec 2023

#### *UI/UX Designer*

Fishcus is an app that assists college student in maintaining focus by offering the Flowtime method to sustain concentration levels and by providing focus-stimulating games.

- Conducted 9 user interviews to gather insights.
- Created empathy maps, user personas, and user journey mappings based on research findings.
- Built and improved the design system to implement a user-friendly interface.
- Executed 3 design iterations with feedback from target users.
- Conducted usability testing to collect user feedback and resolve interface issues.

### Insight+ - Batam, Indonesia

May 2023 - Jun 2023

#### *iOS Developer and Researcher*

Insight+ is an iPadOS app that allows Junior UX Researchers to actively engage with respondents throughout the interview process without the hassle to record, taking notes, and timekeeping in different apps. Seamlessly record and capture key insights with just a tap!

- Develop the application from the designed concept.
- Utilized SwiftUI, CoreData, and AVFoundation frameworks to improve app functionality.

### ToneBuddy - Batam, Indonesia

Apr 2023

#### *iOS Developer and Designer*

ToneBuddy is an app that helps increase self-confidence and self-love for teenagers by checking undertone colors and providing recommendations for each undertone.

- Created an app to help teenagers build self-confidence through undertone color checks and recommendations.
- Developed and executed the app within 2 weeks, achieving success in ideation, design, and coding.
- Achieved victory in Apple's international Swift Student Challenge WWDC 2023.
- Designed all hand-drawn app assets using Sketchbook.

### HyBit - Batam, Indonesia

Mar 2023 - Apr 2023

#### *UI/UX Researcher & Designer*

HyBit is a native iOS app that help tracking the water intake for office worker by calculating their water needs based on the weight and remind them to drink so that they can built a better drinking habit.

- Conducted competitive analysis with 3 similar apps.
- Designed and improved an intuitive user interface and prototype using Figma.
- Executed wireframing and created high-fidelity interfaces and prototypes from scratch.

### Connect Up - Batam, Indonesia

Jun 2023 - Jul 2023

#### *UI/UX Designer*

Connect Up is an app that help maintain professional network for job seeker by emphasizing the organization of their contacts and setting up reminders to consistently follow up with connections.

- Conducted research with targeted user criteria.
- Designed wireframes and prototypes for enhanced user experience.
- Created application profile documentation to support the development process.

### Institut Teknologi Del - Toba, Indonesia

Sept 2022 - Nov 2022

### Physics Laboratory Assistant

- Assisted 60+ first-year students in Basic Physics courses.
- Handled and executed 6 practicum sessions.
- Provided tutorials to clarify and resolve student queries.

## Education Level

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### Apple Developer Academy - Batam, Indonesia

Feb 2023 - Dec 2023

#### Certificate of Completion

- Achieved recognition as Apple's WWDC23 Swift Student Challenge Winner.
- Created and launched the Fishcus app on the App Store.

### Institut Teknologi Del - Toba, Indonesia

Sept 2020 - Aug 2024

#### Bachelor Degree in Engineering Management, 3.82/4.00

- Recognized as an outstanding student candidate for 2022.
- Part-time as physics laboratory assistant for 3 months
- Successfully published 2 papers in the same year 2023
- Successfully achieved Mechanical Design Solidworks certification

### University of Amsterdam - Amsterdam, Belanda

Nov 2021 - Nov 2024)

#### Pre-Master Student in Business Administration

- Completed preliminary courses in Leadership, Marketing Research, Business Strategy, and Marketing Strategy.

## Organizational Experience

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### Badan Pengurus Harian

Nov 2020 - Aug 2024

#### Secretary

Organization that represents the students of cohort 2020 at Institut Teknologi Del.

- Created and distributed official announcements.
- Managed correspondence and data archiving.
- Improved activity and meeting agendas for organizational efficiency.

### 6th Del Mathematics and Science Competition

Apr 2022

#### Master of Ceremonies

Annual competition held by UPT Science & Mathematics and SEB Institut Teknologi Del. It was attended by high school and vocational students throughout Toba and its surroundings.

- Executed event activities according to the rundown.
- Provided instructions to participants to ensure smooth event operations.

### Student Council Representative

Jun 2021 - Jun 2023

#### Head of Administration and Secretarial Divisio

The highest student organization that supervises the implementation of student organization activity programs and as a forum for student representatives in charge of accommodating and channeling student aspirations in the university environment.

- Coordinated activities and programs of the Student Executive Board.
- Improved collaboration between student organizations by formulating actionable decisions.

## Skills, Achievements & Other Experience

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- **Projects (2023):** 5 iOS App: Fishcus, Connect Up, Insight+, HyBit, ToneBuddy
- **Projects (2022):** Stereos Desk Organizer, Solar Oven
- **Achievements :**
  - 2024 : Delegate - Huawei Seeds For The Future Asia Pasific
  - 2023 : Winner - Apple Swift Student Challenge WWDC
  - 2023 : 2nd Winner - Academy Badminton Club Tournament
  - 2023 : Semifinalist - 'UI Innovation War X Titipku' Business Case Competition
  - 2022 : 1st Winner - Institute-Level MIPA Olympiad
  - 2022 : 1st Winner - Safe Cosmetics Ambassador of BPOM RI
  - 2019 : Finalist - Bioprocess Essay Competition
- **Hard Skills:** • Design • UX Research • User Testing (Concept Testing, Usability Testing, A/B Testing) • User-centered Design • Design System • Figma • Sketch App
- **Soft Skills:** • Agile Development • Product Management • Problem-Solving • Collaboration • Communication