# MAYA DWI LATIFAH

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JL. Budi Swadaya Kebon Jeruk, Jakarta Barat

An active Information Systems student at Universitas Bina Sarana Informatika with experience in product management, UI/UX design, and data analytics. Proficient in Agile/Scrum methodologies, market research, backlog management, and cross-functional collaboration. Skilled in using Jira, Notion, Figma, Google Analytics, SQL, Tableau, Looker Studio, to support product development and data-driven decision-making. Passionate about improving user experience and optimizing digital product operations.

## Work Experiences

**ID/X PARTNERS - Indonesia**                                                    Apr 2024 - May 2024

Project - Based Intern: Data Scientist Virtual Internship Experience ID/X
Partners **|** Virtual internship
A virtual internship as a Data Scientist at ID/X Partners

- Analyzed and managed loan eligibility data using Python and Pandas to generate insights that support strategic decision-making.
- Processed and analyzed 39,833 client records, leading to better accuracy in loan evaluations.
- Utilized Looker Studio and Tableau to create data visualizations, enhancing data-driven decision-making.

**PT. INDUSTRI TELEKOMUNIKASI INDONESIA - Indonesia**                            Sep 2021 - Dec 2021

Hardware Engineer | Internship
A state-owned enterprise specializing in the production of telecommunications equipment.

- Managed data entry and documentation for operational efficiency.
- Diagnosed device errors and conducted functionality testing using IP addresses, improving device performance by 70%
- Conducted quality control on over 30 ONT devices, ensuring proper packaging and identification before distribution.
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## Education

**Universitas Bina Sarana Informatika - Jakarta, Indonesia**              Sep 2022 - Sep 2026 (Expected)

*Mahasiswa in information Systems, 3.96/4.00*

- Project : Software Testing. Created and executed test cases for a student housing app, Decision Tree Analysis: Implemented C4.5 decision tree algorithm for academic performance prediction, ERP System Design: Developed a Sales Information System for PT Surya Inti Aneka Pangan, Database Management, Human-Computer Interaction

**SMK Telkom Sandhy Putra Jakarta - Jakarta, indonesia**                        Jul 2019 - Jul 2022

*Student in Teknik Jaringan Akses Telekomunikasi*

## Project Experiences

UI/UX Designer | Agen Sri Rizki (Rice Selling Website) | Cengkareng, West Jakarta

Course : interaksi manusia dan komputer (IMK) | https://bit.ly/PortofolioIMK

- Understand the principles of optimizing applications for high performance and scalability.
- Created consistent desktop figma visual elements aligned with the branding of Agen Sri Rizki, including color selection, typography, and iconography.
- Conducted user interviews and surveys to gather insights on user needs and pain points.
- Collaborated with the development team to ensure design implementation met UX standards.
- This project demonstrated my ability to translate user needs into user friendly and effective designs.

Historical Artifact Discovery Application

Course : Website Service Technology | https://bit.ly/TWS-project

- Conducted functional testing and usability testing on the application to ensure optimal quality and user experience.
- Developed and executed test cases to identify bugs and ensure application compatibility across various devices.
- Performed defect tracking and documented testing results, providing recommendations for improvements to the development team.
- This project demonstrates my ability to analyze and test systems to ensure the application runs smoothly and meets user requirements.

Enterprise Resource Planning (ERP) | Design of Sales Information System at PT Surya Inti Aneka Pangan (SIAP)

Course : Enterprise Resource Planning (ERP) | https://bit.ly/LaporanERP

- Analyzed sales workflows to identify inefficiencies and areas for improvement using ERP principles.
- Performed system validation and testing to ensure software reliability and performance.
- Conducted requirement analysis and designed an integrated sales and inventory management system.
- Collaborated with the development team to implement features ensuring reliability, scalability, and ease of use.
- Tested and validated the system, ensuring its functionality and effectiveness in real-world scenarios.

Data scientist virtual internship experience ID/X partners | https://bit.ly/portofolioHasil

- Collected, cleaned, and analyzed large datasets to identify patterns and trends relevant to business goals using tools like Google Colaboratory, Looker Studio, and Tableau.
- Developed predictive models using machine learning techniques to enhance operational efficiency.
- Prepared comprehensive data reports and created effective visual presentations to simplify understanding for stakeholders.

## Organizational Experience

**Himpunan Mahasiswa Sistem Informasi - Jakarta**                                                   Sep 2022 – Sep 2023

*Education Division*

- Fully responsible for designing, managing, and evaluating all forms of collaboration, both with external and internal organizational parties.
- Managed internal and external collaborations to ensure synergy in implementing organizational programs and activities.
- Conducted event agenda briefings to various stakeholders, including committee members, within one week.
- Guided and assisted participants during events by providing clear directions.
- Developed a comprehensive work plan covering event details, objectives, and implementation strategies.

## Skills and Certifications

- **Hard Skills** : Data Analytics dan alat visualisasi (spreadsheet, looker studio, google colaboratory, tableau, Power BI), Microsoft Office (microsoft word, microsoft excel, microsoft power point), Jira, UI/UX Designer (Figma, Adobe photoshop, Ilustration, Canva), UX Writing, Draw.io, flowchart, User Testing, Prototyping, Workflow Management, Responsive Design, Wireframing, SQL, Manual & Automated Testing, Alat Pemrograman (Vscode, Github), Google Analytics, User Acceptance Testing, Defect Tracking & Bug Reporting, Test Case Creation & Execution, Roadmap creation, backlog management, user research
- **Soft Skills** : Communication Skills, Teamwork and collaboration, Problem-solving and decision-making, Creativity and innovation (user-centered design thinking), Attention to detail, Adaptability and critical thinking, Data visualization skills, Understanding of data privacy standards, Analytical thinking, Time management, Conflict resolution, Detail-Oriented, Curiosit, Initiative, Technical Writing Skills, Project Management skill
- **Course** (2025): UI/UX Design - Udemy
- **Course** (2024): Dasar data scientist - Dicoding
- **Course** (2024): Belajar Dasar Structured Query Language (SQL) - Dicoding
- **Course** (2024): Mini Course - Data Analyst Revou
- **Course** (2024): Fundamental Data Analysis - MySkill
- **Certificate** (2024): IT Bootcamp Software Development
- **Course** (2023): Fundamental SQL Using SELECT Statement - DQLab
- **Certificate** (2023): Preinexus Uji Profisiensi Basis Data
- **Certificate** (2020): Sertificate Kompetensi Rangkaian Instalasi Telecom Distribution Technologi