MAYA DWI LATIFAH

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JL. Budi Swadaya Kebon Jeruk, Jakarta Barat

Information Systems student with a strong foundation in Product Management, experienced in feature prioritization, product roadmap planning, and market research. Skilled in analyzing user data using SQL, Google Analytics, and Excel to drive data-informed product decisions. Passionate about building user-centric digital solutions through cross-functional collaboration with engineering, design, and business teams.

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.

- Examined 39,833 client records, improving the accuracy of credit risk evaluation and loan decision-making.

- Utilized data analytics to provide insights for product improvements, influencing feature prioritization and risk assessment strategies. Collaborated with cross-functional teams to refine loan evaluation processes, improving efficiency by 15%.

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

Hardware Engineer | Internship

A state-owned enterprise specializing in the production of telecommunications equipment.

- Improved data accuracy and operational efficiency by maintaining structured data input and reporting.
- Conducted functionality testing and troubleshooting using IP addresses, leading to a 70% improvement in device performance.
- Managed and labeled over 30 ONT devices, optimizing product tracking and logistics.
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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 : UI for a student boarding house application., UI/UX for a website selling rice, UI for a laundry website, UI/UX for a distribution sales website (e.g., crackers), Analyzing using the C4.5 decision tree algorithm to determine the pass or fail status of a subject in Aljazair, Developed ERP Sales Information System for PT Surya Inti Aneka Pangan, optimizing inventory and order management.

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

Student in Teknik Jaringan Akses Telekomunikasi

Project Experiences

UI/UX Designer for a rice-selling website agen sri rizki 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 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.

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.
- Developed an integrated system design to manage orders, inventory, and invoicing for streamlined sales operations.
- Conducted requirement analysis with key stakeholders to align the system with business needs and objectives.
- 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), Google form, Jira, UI/UX Designer (Figma, Adobe photoshop, Ilustration, Canva), UX Writing, Draw.io, flowchart, User Testing, Prototyping, Workflow Management, Responsive Design, Wireframing, SQL, rapid manner, Alat Pemrograman (Vscode, Github)
- **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, Technical proficiency (Figma, Tableau, Power BI), Understanding of data privacy standards, Analytical thinking, Time management, Conflict resolution, Detail-Oriented, Curiosity, Initiative, Technical Writing Skills, Project Management skill
- **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