

RAJA ZULKARNAIN HASIBUAN

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I am a 4th semester student majoring in Information Systems at Prima Indonesia University, passionate about the creative industry. Experienced in participating in committees as a national volunteer and have worked for more than 4 years in the field of Graphic Design. Actively completed UI/UX Design projects so as to hone skills in creating wireframes, userflows, prototypes, and understand the basics of design thinking. Utilized tools such as Whimsical, Balsamiq, and several others effectively in various UI/UX and Graphic Design projects.

Education

Universitas Prima Indonesia - Medan, Indonesia
Bachelor Degree in Information System, 3.66/4.00

Sep 2022 - Sep 2026 (Expected)

Work Experiences

Freelance - Remote, Indonesia

Jul 2022 - Present

Graphic Design • Part-time

- Completed over 100+ social media design projects with a focus on daily content needs to increase engagement and exposure.
- Conducted extensive research using Pinterest, Behance, and Instagram to gather inspiration and design trends, then implemented the results with digital imaging methods to produce relevant works.
- Collaborated with a community of professional designers to get valuable advice and insight to maximize project results.

PT DIPDOP UNIVERSE CORP - Remote, Indonesia

Feb 2024 - Apr 2024

Graphic Design • Internship

- Designed 3-4 times per week, ensuring alignment and visuals across materials, and maintained a strong, integrated brand identity.
- Accomplished the design by observing and integrating inputs coming from the marketing team, ensuring that the final result reflects the established marketing vision and strategy.
- Designed DipDop's company profile by utilizing in-depth analysis through the company's website platform, resulting in a design that effectively reinforces the brand image.

Devnation Esports - Medan, Indonesia

Jan 2020 - Sep 2022

Graphic Design • Full-time

- Completed over 500+ design projects on a weekly schedule, using visual consistency, visual branding, and typography techniques with tools such as Figma, Photoshop, and Ibis Paint. Applied the "observe, imitate, modify" method to effectively create visual results.
- Developed identity themes and design templates that were updated every 3 months, which ensured the company's designs were recognizable through a variety of consistent and appealing visual characteristics
- Composing content and providing creative ideas to meet future content needs, focusing on developing relevant content strategies.

Volunteer and Project Experiences

Mahasiswa Inspiratif Award 2024 - Medan, Indonesia

Feb 2024 - Mar 2024

Executive Committee

- As a member of publication, decoration, and documentation (PDD), contributed in concept development, and creative ideas creation. I also designed brochures, flyers, backdrops, x-banner, photobooth, medals, plaques, and certificates of more than 300 event participants.

Simulasi Kerja (SIM-K) by Harisenin.com - Remote, Indonesia

Apr 2024 - May 2024

UI/UX Design Project

- Designed fashion on e-commerce application projects with a profound knowledge of user interface design and user experience principles. Advanced in wireframe creation, prototyping, style guide creation, responsive design, usability testing, and user flow analysis.

Additional

- **Hard Skills:** Digital Imaging, Visual Design, Typography, Wireframing, Prototyping, UI Design, Layout, and Composition.
- **Soft Skills:** Persistence, Disciplined, Time Management, Teamwork, Problem solving, Creative, and Professional.
- **Software:** Figma, Adobe XD, Adobe Photoshop, Maze, Miro, Medium, Whimsical, Canva, Trello, Notion, and Google Trends.
- **Certifications:** Certified in User Experience (UX) Design Foundations by Coursera 2023, Certified in User Experience Digital Skills by FutureLearn 2023, Certified in UI/UX Design Simulasi Kerja (SIM-K) by Harisenin.com 2024
- **Language Skills:** Indonesian (Native), English (Passive)