

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

Universitas Pembangunan Nasional “Veteran” Jakarta

Aug 2023–Present

Bachelor of Information System (GPA 3.95/4.00)

- Engaged in hands-on projects to design and optimize system solutions, enhancing problem-solving and critical thinking abilities.

Working Experience

Web Designer

Oct 2024–Jan 2025

Credipush Studio – Sulawesi, Indonesia

- 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.

Freelance Web Designer

Nov 2024–Dec 2024

UFO Veteran Jakarta – Jakarta, Indonesia

- 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.

Mentor UI/UX Design Basic

Oct 2024–Dec 2024

KSM Android UPNVJ – Jakarta, Indonesia

- 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.

Product Designer Project Internal Development (PID)

Mar 2024–Nov 2024

KSM Android UPNVJ – Jakarta, Indonesia

- 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.

Smojo.ai Chatbot Developer Intern
AI4IMPACT & Terra AI Singapore

Feb 2024–Aug 2024

- Specialized in chatbot development using the Smojo.ai platform, contributing to innovative AI-driven solutions aimed at enhancing user interactions.
- Collaborated with the development team to design, implement, and optimize chatbot functionalities, improving the overall user experience.
- Gained hands-on experience with advanced AI techniques, contributing to the evolution of AI technology in a real-world environment.

Content Creator of Teman bAlk
Microsoft Talenta AI Indonesia

Oct 2023–Feb 2024

- 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.
- Developed and curated engaging content for social media, including Instagram posts, to increase awareness of key topics in the tech industry.
- Reposted relevant content, ensuring alignment with the latest trends and insights, while enhancing brand visibility and outreach.

Organizational Experience

Graphic Designer
Kelompok Studi Mahasiswa (KSM) Android UPNVJ

Dec 2024–Present

- Design various creative assets for KSM Android UPNVJ, including social media content, event materials, and promotional designs that align with organizational goals.
- Develop and maintain brand guidelines to ensure visual consistency across all platforms and materials.
- Enhance the overall aesthetic of the organization’s visual identity, contributing to increased engagement and brand recognition.

Graphic Designer Intern of Kreativa Scope Batch 1
Kelompok Studi Mahasiswa (KSM) Android UPNVJ

Feb 2024–Apr 2024

- Aligned graphic design with copywriting content, ensuring both elements communicated effectively and consistently to enhance the overall message.
- Collaborated with a creative team to develop visually appealing designs that resonated with the target audience and supported project goals.
- Created flexible designs that adhered to brand guidelines while adapting to the dynamic needs of copywriting and evolving project requirements.

Achievements

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

Oct 2024

Aug 2024

Aug 2024

Jul 2024

Jul 2024

Jul 2024

Feb 2024

Feb 2024

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

Dec 2023

Nov 2023

Portfolios

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

Skills

- **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