

# Khusnul Fitriani

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## SUMMARY

I am a fresh graduate majoring in Industrial Engineering from Telkom University Purwokerto with expertise in UI/UX Design. Experienced in mobile application development through design thinking approach, usability testing and iteration based on user feedback. Has achievements in the ASIH application project, which aims to raise awareness about stunting, with a user satisfaction rate of 95%. Proficient in Figma, Framer, Miro and Canva.

## EDUCATION

### Telkom University Purwokerto

Purwokerto

#### Major: Industrial Engineering

September 2020 – October 2024

- Obtained funding for the MBKM Entrepreneurship Industrial Business Incubation & Acceleration Program.
- Implemented manufacturing practices in making Jeckstand products.
- Implementing entrepreneurship & marketing management practices.

### Perempuan Inovasi 2024

Jakarta

#### UI/UX Design Bootcamp

Agustus 2024 – November 2024

- Creating a mobile application called ASIH to help women get information related to stunting, with the main feature of complementary food recipes.
- Conducting surveys and interviews with users in depth to find out what problems they feel using google forms.
- In charge of creating UI displays on development features, nutrition checks, immunization reminders, notifications and profiles using figma.
- Conducted usability testing to 5 users using microsoft teams, to test 4 features in the application. As a result, design iterations were carried out which increased satisfaction from 80% to 95%.

## EXPERIENCE

### Telkom Akses Kediri

Kediri

#### Internship

January 2019 - March 2019

- Manage and respond to customer inquiries about problems quickly, and ensure a high level of customer satisfaction, by handling 4 regions in Kediri.
- Improved data accuracy, through measurement of mattam data with Google Earth, for standard sampling with 150 meters cable length measurement to maintain accuracy.
- Supported the technician team in troubleshooting customer equipment, which contributed to faster resolution of technical issues.

### Center for Standardization and Industrial Services and Machinery

Bandung

#### Internship

February 2023 – March 2023

- Testing the moisture content of the sand in the laboratory. This test is carried out to ensure that the sand used meets the established quality standards, so that the final product has good durability.
- Conducting sand durability tests in the laboratory to determine the durability of sand in accordance with the standard. Durability testing is carried out so that the product does not experience erosion or cracking in the final product.
- Testing product samples using a spectrometer to determine the composition of the product. This data is important to analyze the materials used and ensure that the final product complies with the specifications.

### Student Ambassador Cicil

Online

#### Circle and Support Team

January 2023 – June 2023

- As a member of the Circle and Support Team in the Cicil Student Ambassador program, play an active role in carrying out various promotions of Cicil products among students, which are carried out creatively and effectively, both online and offline, to increase the vibe of the Cicil application.
- Introducing the facilities provided by Cicil, including tuition installments, loans, and other financial services. This was done through online promotions aimed at increasing understanding of the benefits of cicil's services in helping students.
- Create and distribute a unique code linked to the ambassador's link. The aim is to track the users referred by the ambassador, and reward the ambassador based on the number of registrants or transactions generated through the code.

**MBKM Kewirausahaan Industrial Business Incubation & Acceleration Program****Purwokerto****Leader Srikandi Team****September 2023 – January 2024**

- Led members in innovative business development, designing marketing strategies through online and offline media. This business development was done to increase revenue with a turnover of 20% within a period of 6 months.
- Coordinate workshops or exhibitions that focus on improving team members' marketing management skills. These workshops and exhibitions were conducted to improve marketing strategies that generated 5% in 1 day.
- Distributed tasks every week to each member according to division. This was done to maintain team productivity which increased by 15%.

**HARD SKILL**

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- Microsoft Office (word, excel, visio dan PPT)
- Wondershare Filmora
- Canva
- Figma
- UI/UX Designer (Wireframing, Prototyping, User Flow, Usability Testing, Design Thinking)
- UX Researcher
- UI Design

**SOFT SKILLS**

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- Leadership
- Communication
- Teamwork
- Project Management
- Problem Solving
- Relationship Building
- Adaptation

**CERTIFICATION AND TRAINING**

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- ASEAN Data Science Explorers 2024 Enablement Session - SAP Analytics Cloud and SAP Build Apps Online Training Session (2024)
- Skilvul Intro to UI/UX Design (Gold) (2024)
- IBM SkillsBuild User Experience Design Fundamentals (2024)
- Digital Skill Fair 29 – UI/UX Design Class by dibimbing.id (2024)
- Preliminary Round Certificate – Perempuan Inovasi UI/UX Design Track (2024)
- Skilvul UI/UX Design Mastery (Gold) (2024)
- Bootcamp Perempuan Inovasi 2024

**PORTFOLIO**

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- [khusnulfitriani - UI/UX Portfolio](#)