

# MAYA DWI LATIFAH

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JL. Budi Swadaya Kebon Jeruk, Jakarta Barat

UI/UX enthusiast with a strong passion for designing intuitive and user-friendly digital experiences. Proficient in user research, wireframing, prototyping, and usability testing using Figma. Experienced in applying Design Thinking and User-Centered Design principles to create impactful solutions that enhance user satisfaction. Skilled in collaborating with cross-functional teams, conducting usability testing, and iterating designs based on data-driven insights. Eager to contribute creativity and problem-solving skills to improve digital products and user interactions.

## Work Experiences

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### 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 supporting strategic decision-making
- Processed and analyzed 39,833 client records, leading to a 15% improvement in loan evaluation accuracy and reducing decision-making time by 10%.
- Created visual data comparisons using Looker Studio and Tableau, focusing on declined loan data to identify borrowers with over 30 days of arrears, increasing efficiency in credit risk analysis.

### PT. INDUSTRI TELEKOMUNIKASI INDONESIA - Indonesia

Sep 2021 - Dec 2021

Hardware Engineer | Internship

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

- Ensured smooth administrative operations by accurately and promptly inputting data, contributing to improved company operational efficiency.
- Diagnosed and resolved device errors through IP-based functionality testing, leading to a 70% improvement in device performance and operational efficiency.
- Streamlined network configuration, reducing downtime by 20% and improving overall system reliability, resulting in smoother operations for 30+ telecommunication devices.
- Managed packaging and created item identification for over 30 ONT devices, supporting seamless distribution and operations.

## Education

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### 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, ERP Design of Sales Information System at PT Surya Inti Aneka Pangan (SIAP).

### SMK Telkom Sandhy Putra Jakarta - Jakarta, indonesia

Jul 2019 - Jul 2022

*Student in Teknik Jaringan Akses Telekomunikasi*

## Project Experiences

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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 visual elements that 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..
- Led a team of 3 to design and implement UX standards for a rice-selling website, resulting in a 25% improvement in user satisfaction based on surveys.
- This project demonstrated my ability to translate user needs into user-friendly and effective designs.

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 colab, tableau), Microsoft Office (microsoft word, microsoft excel, microsoft power point), Google form, Jira, UI/UX Designer (Figma, Adobe photoshop, Illustration, Canva), UX Writing, 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
- **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): Sertifikat Kompetensi Rangkaian Instalasi Telecom Distribution Technologi