

SALSABILA OKTAFANI

Jakarta, Indonesia | [+62 85366960995](tel:+6285366960995) | salsabilaoktafani22@gmail.com | bit.ly/Notion-SalsabilaOktafani

EDUCATION



University of Pembangunan Nasional "Veteran" Jakarta (September 2020-Juli 2024) - Informatics

Cumulative GPA: 3.90/4.00 (Cum laude)

Organizations: Unit Fotografi&Videografi (UKM) UPNVJ; Kelompok Studi Mahasiswa Multimedia (KSM) UPNVJ

Relevant courses: Data mining, Website & Mobile Programming, Digital Image Processing, Human-Computer Interaction, Machine Learning, Computer Vision, Big Data, Deep Learning, Data Visualization

EXPERIENCES

Sosial Media Specialist

Dec 2022 - Dec 2023

UKM UFO "Veteran" Jakarta

- Surpassed social media growth targets
- Conducted research and strategy development
- Created scripts and captions
- Managed content planning and publishing
- Analyzed follower growth and engagement

Member of UI/UX Design Advance Class

Feb 2022 - Dec 2023

KSM Multimedia

- Developed the 'Bwangyuk' app for efficient waste management
- Designed websites, collaborated with the team on website appearance
- Created scripts and captions
- Actively participated in UI/UX Design competitions like Gemastik 2022

Junior Product Researcher - Internship

Feb 2023 - Jul 2023

Lister Teknologi Edukasi

- Conducted benchmarking, analyzed market trends, user needs, and competitors
- Identified opportunities for new products or improvements, and engaged with users for feedback and insights

Public Relations

Oct 2022 - Nov 2022

UFO Photo and Design Exhibition Young Generation

- Assisted in establishing cooperation with internal and external parties and arranging media partnerships through outreach and collaboration

Secretary

Aug 2022 - Sep 2022

UFO 360°- Photo and Design Exhibition

- Facilitated events, managed administration and documents, ensured guest satisfaction, and optimized workflow for efficiency

PROJECTS

Project 1: UI/UX Reseacher of EcoTribe Application

Aug 2023 - Dec 2023

Colaboration Project

- Analyze trends in the sustainable fashion industry to identify relevant needs and opportunities
- Develop user persona based on research data
- Conduct user testing to identify design issues and gather actionable feedback
- Work closely with the development team to ensure the UI design can be effectively implemented

Project 2: UI/UX Reseacher of SkillSync Application

Aug 2023 - Oct 2023

Colaboration Project

- Analyze trends in the sustainable fashion industry to identify relevant needs and opportunities
- Conducted in-depth user research and interviews to identify needs and challenges for a mobile app in the Industry 5.0 context
- Applied User-Centered Design (UCD) methodology, including problem analysis, user requirement specification, prototyping, and usability evaluation
- Evaluated usability through the Single Ease Question (SEQ) method, achieving an average score above 6.0, indicating user-friendly design and effective features

Project 3: Research on Big Data Nov 2022 - Dec 2022

Colaboration Project

- Contribute to project preparation, starting from the stage of literature study, data acquisition, program code generation, and preparation of research reports
- Using the PySpark computational framework based on the Python programming language

Project 4: UI/UX Designer of Booba Application 2022 Oct 2022 - Dec 2022

Colaboration Project

- Create UI Design for Booba Application, booking bazar application on android based
- Create idea creative for concept application

Project 5: UI/UX Designer of KiosKu Application Sep 2022 - Dec 2022

Colaboration Project

- Create design for KiosKu App, an application with Direct to Consumer concept, an application for digital advertising
- Active and contribute to the design team, starting from understanding the brief project, making mood boards, sketching, coloring, and exporting
- Create idea creative for concept application

Project 6: UI/UX Designer of BwangYuk Application Gemastik 2022 Jul 2022 - Oct 2022

Colaboration Project

- Create product research and interface
- Gathering valid information from clients to synthesize and research ideas
- Create a comprehensive concept to solve problems through the design thinking method
- Create a design for a trash bank application to make waste bank management easier

Project 7: Research on Digital Image Processing May 2022 - Jun 2022

Colaboration Project

- Contribute to project preparation, starting from the stage of literature study, data acquisition, creating program code, and preparation of research reports
- Successfully detection of types of grape leaves using a canny detection, with algorithm LBP feature extraction SVM classification

TRAINING AND CERTIFICATIONS

Programming Assistant Certificate of Competence [\[Certificate\]](#)

Badan Nasional Sertifikasi Profesi • 2023

MySkill (Sep – Nov 2024) [\[Certificate\]](#)

UI-UX Research And Design: Fullstack Intensive Bootcamp

Skills: Process UX Design, User Research & Customer Journey Map, Defining Problem & Ideation Design, Wireframing & Information Architecture, User Interface, Autolayout, Component, Variant & Prototyping, UX Writer, Usabilty Testing

ADDITIONAL INFORMATION

Achievement:

- **Second Place in the UI/UX Design Competition at FIK FAIR 2023, themed "SCRUM: Sustainable Creativity Usability Milestone"** [\[Certificate\]](#)

SKILLS

Languages: Bahasa Indonesia, English

Tools: Figma, Ms. Excel, Ms. Word, Google Colab, Canva, InVision, Notion

Programming Language: Java, Python, C

Video Editing: Capcut, Tiktok Editing