

# Marshanda Afifah Furqon

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## About Me

UI/UX designer enthusiast dedicated to creating user-centered applications and websites, with expertise in wireframing, mockups, prototyping, and visual design using tools such as Figma, Miro, and Protopie. Skilled in collaborating within teams to develop responsive, intuitive, and user-friendly design solutions, with strong attention to detail and a commitment to enhancing user experiences through innovative and strategic design approaches.

## Work Experience

### UI/UX Design Internship at Alan Creative

January 2025 - Present

Remote

- Designing and developing the Leebong Island website, including layout, UI components, and interactivity.
- Optimizing the website's responsiveness across various devices (desktop, tablet, and mobile).
- Designing and adapting the mobile version of the website to provide a more intuitive user experience.
- Collaborating with the development team to ensure the design implementation aligns with UI/UX best practices.

### UI/UX Design Internship at GreatEdu

August 2023 - December 2023

Remote

- Foundations of UI/UX: Gained expertise in understanding user needs, applying design thinking, and focusing on solutions for environmental challenges.
- User Research & Testing: Conducted comprehensive research, usability testing, and developed user personas and journey maps to inform design decisions.
- Design Execution: Created sketches, wireframes, prototypes, and design systems, while incorporating UX writing to enhance usability.
- Professional Development: Built a compelling portfolio and learned industry best practices for CV creation and career growth.

## Project

### Developing an AI-Based Job Portal Application

September 2024 - Present

UI/UXDesign

dibimbing.id

- Conducted extensive user research through surveys, interviews, and competitive analysis to identify pain points, needs, and expectations of job seekers and recruiters.
- Developed user personas and journey maps to ensure the design aligned with user goals and to identify key areas for improvement in the job application process.
- Designed and prototyped key features, including AI-powered job recommendations, simplified onboarding and sign-up processes, real-time chat for job seekers and recruiters, application tracking for status transparency, and profile management for personalized user control.
- Created wireframes and high-fidelity prototypes using Figma and Protopie to visualize the flow and interaction of the application.
- Collaborated with mentors and peers to align design solutions with project goals and user needs.

- Conducted in-depth user research through interviews, surveys, and heuristic evaluation to uncover user pain points and opportunities for improvement.
- Created user personas and journey maps to align the redesign with target user needs and goals.
- Developed wireframes and prototypes using tools like Figma to visualize an enhanced user flow and intuitive interfaces.
- Enhanced the onboarding experience by simplifying the registration process and incorporating clear guidance to boost new user retention.
- Streamlined the order completion process by optimizing navigation, reducing unnecessary steps, and improving visual hierarchy for better clarity and usability.
- Collaborated with a team and mentors to deliver a polished design solution that was well-received during the final project presentation.

Education

<b>Bootcamp UI/UX Design</b> <i>Dibimbing.id</i>	<b>Jakarta, Indonesia</b> September 2024- Present
<ul style="list-style-type: none"><li>• Redesigning websites and mobile applications by integrating modern design elements to enhance visuals and functionality, creating a more intuitive and satisfying user experience.</li><li>• Refining skills in using Figma, design thinking, UX research, prototyping, and usability testing, significantly contributing to the development of more effective and user-friendly products.</li></ul>	
<b>Node.js Training for Web Developers</b> <i>Talenthub, Kementerian Ketenagakerjaan</i>	<b>Jakarta, Indonesia</b> September 2024
<ul style="list-style-type: none"><li>• Mastering the fundamentals of Visual Studio Code and Node.js, including key features and their integration into development workflows, enhancing efficiency and deepening understanding of software development.</li><li>• Learning core concepts of JavaScript frameworks to strengthen knowledge of web development, enabling the creation of dynamic, responsive, and more efficient web applications.</li></ul>	
<b>Universitas Pendidikan Indonesia</b> Bachelor of Elementary School Teacher Education	<b>Sumedang, Indonesia</b> August 2020 - July 2024
<ul style="list-style-type: none"><li>• IPK : 3.88/4.00</li><li>• Thesis Title: "Development of a Math Snakes and Ladders Game to Improve Problem-Solving Skills in Fractional Material for 4th Grade Students"</li><li>• Created learning media for 4th-grade students using Figma and Protopie applications.</li></ul>	

Certificate

<b>System Analyst</b> Badan Nasional Sertifikat Profesi (BNSP)	<b>February 2024 - February 2027</b>
<b>Office Applications</b> Badan Nasional Sertifikat Profesi (BNSP)	<b>January 2024 - January 2027</b>
<b>Node.js for Web Developers</b> Kementerian Ketenagakerjaan	<b>September 2024</b>

Skills

<b>Languages:</b> Indonesian (Native), English (Intermediate)	
<b>Hard Skills:</b> Figma, Miro, Canva, Protopie, Visual Studio Code (Basic), Prototyping, Wireframing, Design Thinking, User Flow, Usability Testing,	
<b>Soft Skills:</b> Teamwork, Creativity, Problem Solving, Collaboration, Time Management	