

Herza Avicena

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About Me

I am a fresh graduate from Universitas Brawijaya with a degree in Information Systems. Able to work effectively both in teams and individually. Experienced and skilled in Web & Android Application Design, Web & Android Application Development, and User Experience (UX) methods such as Design Thinking and User-Centered Design.

Experience

Freelancer – Malang, Indonesia

Project Based Freelance (July 2023 - January 2024)

- Followed design guidelines provided by the team to ensure visual and functional consistency.
- Engaged in discussions and team meetings to understand client needs and expectations.
- Identified and resolved bugs or issues found during the testing phases.

PT. Siprama Cakrawala – Jakarta, Indonesia

Frontend Web Developer Intern (July - September 2022)

- Collaborated with designers to create visually appealing and responsive user interfaces.
- Analyzed and refined interfaces based on user feedback and testing results.
- Optimized website performance by improving code structure and efficiency.

Fakultas Ilmu Komputer (FILKOM) Universitas Brawijaya – Malang, Indonesia

Mobile Application Development Laboratory Assistant (February – June 2022)

- Instructed more than 30 students across two different classes in practical lab sessions.
- Developed and tested practical modules before being distributed to students.
- Evaluated student assignments and reports to assess learning outcomes.

Organizational Experience

Badan Perwakilan Mahasiswa Sistem Informasi – Universitas Brawijaya, Malang

Vice Coordinator & Staff of Commission II: Communication and Information (February 2022 - January 2023)

- Supervised and evaluated six work programs across three departments.
- Collaborated with team members to design 20+ social media posts.

Badan Internal Olahraga dan Seni (BIOS) FILKOM – Universitas Brawijaya, Malang

Artistic Media Division Staff (January 2020 - December 2021)

- Efficiently managed daily tasks with division members.
- Worked alongside team members to design 20+ posters for social media content.

Education

Universitas Brawijaya (2019 – 2024)

Bachelor's Degree in Information Systems, Candidate for Bachelor of Computer Science

Skills

Web Development:

- HTML, CSS, JavaScript, PHP (Native), Bootstrap, jQuery

Android Development:

- Java, REST API, XML, Firebase, MySQL

UX Research:

- Surveys, Qualitative Research, Competitor Analysis, User Persona, User Story, User Journey Mapping, Prototyping, Task Flow, Heuristic Evaluation, Usability Testing

UX Design:

- User Interface Design, Wireframing, Low-Fidelity Design, High-Fidelity Design, Mockups

Soft Skills:

- Communication, Empathy, Time Management, Problem-Solving, Attention to Detail