Sylva Zilyasri

Student at Universitas Budi Darma, Information Systems Major

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Summary

A fifth-semester Information Systems student at Universitas Budi Darma, I recently completed an Independent Study Program focused on UI/UX Design at Startup Campus. Throughout the program, I actively enhanced my design skills through hands-on projects, user research, and prototyping, while also learning and practicing the Design Thinking methodology. I completed various assignments and worked on a final project as a UX Researcher and Leader, where I was responsible for identifying and analyzing user problems, creating personas and journey maps, and conducting usability testing. Additionally, I contributed to the development of a design system and UX copywriting, ensuring that the solutions provided were aligned with user needs. I am eager to apply this knowledge in a professional setting and contribute to creating innovative and user-centric digital solutions.Education.

Education

Universitas Budi Darma | Medan, Indonesia

Bachelor of Information Systems (September 2022 - Present)
- GPA (3.67/4.00) | [Transkrip nilai sementara]

Awards, Achievements & Skills

Independent Study Program - Kampus Merdeka: Currently participating in UI/UX Design Bootcamp at Startup Campus (September 2024 - December 2024)
- Student Learning Achievement (88/100)
- Sertifikat & Transkrip Nilai

Assignments: Completing tasks in User Interface (UI) Design and User Experience (UX) Research for real-world projects as part of the independent study program

Final Project: As a UX Researcher & Leader, where I conducted in-depth interviews to gain deep insights into user needs and challenges. Based on this research, I developed detailed user personas and user journey maps to guide the design process. Additionally, I designed a logo using Figma's pen tools, created a comprehensive design system to ensure consistency across the interface, and crafted UX copy to enhance the clarity and engagement of the user experience. To validate the design's effectiveness, I conducted usability testing and iteratively refined the prototype based on user feedback. These tasks allowed me to integrate both creative and analytical approaches, ensuring that the final solution was user-centered, functional, and aligned with the project goals.

Skills (in progress):

- Problem Solving
- Time Management
- Communication
- Collaboration & teamwork

- UX Copywriting
- Design System
- Usability testing

- UX Researcher