

# FRISDA DITA ISNAINI

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## SUMMARY

Informatics graduate and experienced UI/UX Researcher and Designer with expertise in research, wireframing, design, and testing. Detail-oriented and adaptable, capable of working effectively both independently and within a team to deliver high-quality user experiences.

## EXPERIENCE

**UI/UX Designer / Freelance - Uchi Perfume Project** April 2024 - July 2024

Banjarnegara, Jawa Tengah

- Conducted user research by interviewing the business owner and reviewing previous versions of the app to identify areas for improvement and gather insights into user needs.
- Developed high-fidelity prototypes to assist in the development of the Uchi Perfume Store Manager, ensuring that the design met user expectations.
- Maintained regular updates with the client to ensure that the project's goals remained aligned and that client expectations were met.

**UI/UX Researcher and Designer / Freelance - Rakit PC** July 2023 - March 2024

Surabaya, Jawa Timur

- Analyzed Google Play Store reviews and past testing data to uncover user pain points and identify needs, enhancing understanding of user behavior and preferences.
- Transform insights from user reviews into high-fidelity prototypes, supporting the iterative development of RakitPC and ensuring alignment with user expectations.
- Created a pitch deck and social media content to boost brand engagement and effectively communicate product value.

**UI/UX Researcher / Intern - PT. Telekomunikasi Indonesia Tbk** February 2023 - June 2023

Bandung, Jawa Barat

- Collaborated with a team to develop a user research plan and conducted in-depth interviews with stakeholders to gather insights into user needs, which were documented in research reports.
- Integrated these insights into application workflows, created metadata, and designed over 100 low-fidelity interfaces for three projects, following the established design system for consistency.
- Conducted usability testing with Quant UX, achieving a SUS score of 81 and a SEQ score of 9.1, demonstrating strong user alignment.
- Worked closely with product owners, engineers, system analysts, and QA throughout the Software Development Life Cycle (SDLC), using Scrum agile practices to drive development.

## SELECTED PROJECT

**Holt-Winters Model for Rice Price Forecasting in East Java** 2024

Data Mining Project

- A rice price forecasting system is being developed using data from the National Statistics Agency (BPS) that covers 20 regions in East Java. The method employed is the Holt-Winters model, along with K-fold cross-validation for data division. The results show an average Mean Absolute Percentage Error (MAPE) as low as 0.03% and a maximum of 1.1%, indicating a high level of accuracy based on the MAPE classification by Lewis (1982).

**Layanan Anti Hamburan Pangan - LAHAP** 2023

UI/UX Research and Design Project

- Collaborated on designing digital products aligned with SDG 17, focusing on Goal 2: Zero Hunger. Conducted research using academic journals and surveys to address food waste. Developed the LAHAP app concept for buying, selling, and sharing surplus food, creating application flows, design systems, and both low- and high-fidelity designs. Prepared proposals and pitch decks to showcase our product ideas.

**Revamp Eventeer - Multiplatform** 2023

UI/UX Research Project

- Conduct research to identify user issues in the application through in-depth interviews. Summarize findings into user research reports, application flows, and low-fidelity designs. Test designs to ensure they meet user needs using Quant UX, SUS, and SEQ. Create usability testing report templates and document activities for stakeholder presentations.

## EDUCATION

**Bachelor Degree in Informatics - 3.93/4.00** Sep 2020 - Oct 2024

Universitas Pembangunan Nasional "Veteran" Jawa Timur

- Member of Public Relation Department Global Language Club (February 2022 - February 2023)
- Secretary of Mosaik Fasilkom (June 2022 - August 2022)
- Member of Publication Documentation Decoration Kabar Fasilkom 2022
- Leader of Campus Visit GLC 2022

## ACHIEVEMENT

First Winner of National Start Up Competition 2023 5 November 2023

First Winner of UI/UX Competition Dies Natalis Fasilkom 2023 1 - 16 August 2023

## SKILL

**Skill:** UI/UX Research and Design, Usability Testing, HTML, CSS, C/C++ | **Tools:** Vscode, Figma, Maze, Quant UX, Canva