

FEBRINA CINTA SUBRATA

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PROFILE

I am a UI/UX Designer with nearly 2 years of hands-on experience designing mobile and web products for internal systems, B2B platforms, and digital applications. I have completed **15+ end-to-end design projects**, transforming business requirements into clear user flows, wireframes, and high-fidelity prototypes while collaborating closely with Product Analysts, QA, and Front-End teams. My expertise includes **mobile app design, dashboard and internal web systems, information architecture, interaction design, prototyping, usability testing, and creating custom visual assets (icons, illustrations, animations)**. I combine analytical problem-solving with visual design skills to deliver solutions that are intuitive, scalable, and technically feasible.

EDUCATION

University Technology of Yogyakarta

2021 - 2025

- S1 Informatics | GPA : 3.76
- Related Subject on Colleges: Software Design Methodology, Mobile & Augmented Reality, Web & Mobile Development, Responsive Mobile Technology, Front End Design, Mobile & Web Service and Mobile Computing.

WORK EXPERIENCE

Freelance UI/UX Designer, PT. Pertamina Hulu Energi Offshore Southeast Sumatra

June - August 2025

- Designed the end-to-end web system for monitoring fuel-carrier vessel movement, translating system design requirements into structured user flows and prototype within 8- 12 weeks.
- Coordinated with developers to validate feasibility and built 15+ reusable components, enabling a smoother design-to-development handoff .

Internship UI/UX Designer & Product Analyst, PT. Senesa Global Solusi Feb - May 2025

- Designed end-to-end web and mobile systems (3 core features for a Digital Marketing Platform and 5 features for an Agency System), accelerating internal workflows and supporting faster product development within 1–2 months. Analyzed system needs through briefings and reviewing existing company documentation.
- Conducted requirement analysis and collaborated cross-functionally (Product Analysts, operational stakeholders, Front-End) to translate business needs into user flows, wireframes, and high-fidelity prototypes with fewer revision cycles.
- Improved UX quality and system efficiency by optimizing workflows, refining feature placement, and applying SWOT and UX frameworks—resulting in more intuitive, scalable, and development-ready designs.

MSIB Batch 7 Internship UI/UX Specialist, PT. Sumber Trijaya Lestari Sept 2024 - Jan 2025

- Completed 9 end-to-end design projects within 5 months, delivering high-fidelity mockups and presenting design decisions directly to IT Managers and Directors.
- Designed user flows, wireframes, and interactive prototypes for both web and mobile platforms by translating business requirements from Product Analysts into clear, actionable UX solutions.
- Collaborated in cross-functional brainstorming sessions with UI/UX Designers, Product Analysts, and QA to refine application flows—resulting in improved usability and reduced UX-related issues during QA testing.
- Created 30+ custom UI assets, including icons, illustrations, and micro-animations, enhancing visual consistency across projects and streamlining development handoff.

- Developed a new mobile design style for a client project, establishing a unique visual identity independent of the company's existing mobile design system while maintaining usability and brand coherence.

Internship UI/UX Designer, PT. Coodink

Juny – Augst 2024

- Designed web interfaces using Figma, aligned with front-end libraries to ensure visual consistency and efficient implementation for "Telemarketing Website" in 8 weeks by Design Thinking.
- Conducted requirement discussions with clients and contributed innovative ideas to enhance initial wireframes.

Internship UI/UX Designer, PT. Gama Integra Informatika

Feb – May 2024

- Designed web and mobile interfaces using Figma "Middle School Academic Information System" aligned with the front-end library to ensure seamless implementation.
- Applied the Design Thinking method to analyze and prototype solutions that meet user needs effectively by collaborated with PA teams via Google Meet and Trello, and supported front-end implementation by providing complete design assets and guidance.

ORGANIZATION EXPERIENCE

Assistant Events Department, Paduan Suara Mahasiswa Narawunggi Dasandriya Nov 2022 – March 2023

- Led event planning & rundown creation for a 300+ audience concert in Yogyakarta , improving team coordination & execution.

Secretary Community Service Group UTY

August 2023

- Became the main speaker with the topic 'The Impact of Social Media for the Young Generation' in the context of Pancasila education socialisation for students of SMP N 3 Gamping, Yogyakarta so that students understand and are aware of how to use technology properly.

CERTIFICATION AND AWARDS

- **Top 10 Finalists of National Essay Competition, Forkestra Bank Indonesia Sulawesi Southeast** 2023
Developing a mobile application design with the essay title 'Designing a Digital Application for Green Bean Farming "Taniku": Southeast Sulawesi with Image Processing' and able to compete not only at the student level but also lecturers throughout Indonesia.
- **Fundamental UI and UX Design, Coding Studio** 2024
Pass in learning the overall fundamentals and practice of study cases.
- **Certification of Data Engineering Professional, Rapid Minner** 2023
Pass with score 75/100.
- **Management Project, Software Engineering, and Structure Query Language, Dicoding** 2023
Passed in studying introduction to project management, cycle & methodology, organisational structure, application requirements, software modification, database management system and basic query implementation.

CAPABILITIES

Language: Bahasa Indonesia, Bahasa Inggris dan Bahasa Korea.

Software: Figma, Canva, Trello, Draw.io, Rapid Minner dan Microsoft Office.

Others: UI/UX Designer, Analisis UI/UX, UX Researcher, Analisis System, Re-design System, Design Evaluation.