MATAHARI K HERWIN

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Data-driven and user-oriented product and UX designer. I integrate technology and design to ideate and generate creative concepts to solve problems. Taught short courses in HTML/CSS/JS. Skilled in product, UX & UI design, prototyping, wireframing, and ideation.

EDUCATION

New York University Tandon School of Engineering   New York, NY
Bachelor of Science in Integrated Digital Media (IT), Minor in Computer Science
Concentration: User Experience Design & Web Development
Cumulative GPA: 3.71/4.00 | **Major GPA:** 4.00/4.00
Relevant Coursework: Business of AR/VR, Creative Coding, Dynamic Web Applications, Ideation & Prototyping, Motion Graphics, New Media Research Studio, UX Design, Visual Foundation Studio, Web Design & Development

SKILLS

Programming Languages: HTML, CSS, JavaScript (React & Node), PHP, Python, Java
Tools: Adobe Creative Suite (After Effects, Illustrator, InDesign, Photoshop, Premiere Pro, XD), Figma, Sketch

EXPERIENCE

Jakarta Movement of Inspiration   Jakarta, Indonesia (Remote)
Visual Designer   June 2020 – Present
- Collaborating cross-functionally with creative directors and copywriters to create exciting contents and boost online engagement of 14.8k+ Instagram followers (@musikalpetualangansherina)
- Redesign exclusive merchandises (t-shirts, tote bags, sticker set) generating a profit of more than USD 8,700

NYU Tandon Office of Career Services   Brooklyn, NY
Graphic Designer   January 2020 – Present
- Conceptualized marketing materials for NYU Tandon's Career Fairs to distribute to 250+ employers
- Create creative student placement reports for 7000+ undergraduate and graduate students
- Led design direction for five different career & skill bootcamps offered to NYU Tandon students

Kamar Pelajar   Stockholm, Sweden (Remote)
User Experience Designer/Engineer Intern   April 2020 – July 2020
- Revised user experience goals, user flows, and information architecture, achieving an increase of 78% in website traffic
- Collaborated with backend developers to develop a new feature for users to chat directly with an agent

LEADERSHIP & INVOLVEMENT

Generation Girl   Jakarta, Indonesia
Mentor and Course Builder   July 2020 – Present
- Led direction in course building for holiday classes, and mentored over 25 people in web development (HTML, CSS, JavaScript + React), basic UI design, Python, and applied data science

HackNYU   Brooklyn, NY
Design and Tech Board   September 2019 – March 2020
- Designed digital content for social media, and developed HTML scripts

PROJECTS

SPOT   On going
Product & UX Designer, Full-stack Developer
Concepted and building a Progressive Web App (PWA) that highlights local restaurants and activities in Jakarta

SHINE Indonesia Website   On going
Front-end Developer
Building SHINE Indonesia's (Instagram: @shine.idn) company website and article page with React.js and Node.js

Complete array of projects available at mataharikinanti.com