MARITZA KHANSA SALSABILLA

Bogor, Indonesia | +62 8987741124 | maritzakhansa.24@upi.edu | Linkedin | Portofolio

I am an undergraduate student specializing in Mechatronics and Artificial Intelligence with a strong passion technologies in robotics, automation, and smart systems. I possess a solid foundation in electronics, informatics, mechanics, and software development, demonstrated through proficiency in programming languages such as C, C++, Python, HTML, CSS, and tools like Arduino and MATLAB. My expertise extends to graphic design and UI/UX design, leveraging platforms such as Canva and Figma to create user flows, wireframes, and interactive prototypes that align with industry standards. Now, I am eager to to apply my skills and knowledge to real-world challenges, contribute to innovative projects, and further develop my expertise in robotics, automation, and user-centric design.

EDUCATION

Mechatronics and Artificial Intelligence, Universitas Pendidikan Indonesia   **2022 – Present**
GPA: 3.56/4.00

- **Relevant Courses**: Basic Programming | Human and Computer Interaction | Interpersonal Communication and Cognitive Psychology | Introduction Artificial Intelligence | Machine Learning | Expert Systems | UI/UX.
- **Achievements**:
  - **User Interfaces Design Specialist**

    Consistently took on the role of "Hipster", focusing on user research, UI/UX design, and creating functional prototypes for each project using Figma tools.
  - **Visual Presentation Designer for Study Program**

    Designed visual presentations to promote the study program (Study Program Videotron Project)
  - **Research Contribution**

    Contributed to a faculty-led research project titled "Empowering Wind Energy (Wind Turbines) to Achieve Energy Independence in Widaya Technology Village, Purwakarta Regency."

ORGANIZATION EXPERIENCE

Staff of Communication and Information Technology (Kominfo) Department, HIMATRONIKA-AI   **Feb – Nov 2024**

- Led as the Head of the Visual Communication Design (DKV) Team, overseeing the creation of visual content for social media and contributed to achieve a 75% increase in engagement.
- Managed to design on-time for content under tight deadlines using Canva.
- Collaborated with team members to translate ideas and scripts into visual concepts.

COMMITTEE & VOLUNTEER EXPERIENCE

Staff of Cyber Archives (Secretary), ALGORITHMIA FEST 2024   **Aug - Oct 2024**

- Drafted and prepared comprehensive event proposals, ensuring clarity and alignment with event objectives.
- Organized and managed data effectively using Microsoft Excel to streamline event planning

Deputy Head of First Aid Division, METASTRO **Sept - Oct 2023**

- Proactively responded to emergency situations during new student training events, ensuring the safety and well-being of all participants.
- Coordinated with team members to provide immediate medical assistance and implement first aid

Participant of Indonesia Student & Youth Forum (ISYF) XI **Aug - Nov 2019**

- Participated in a national gathering event, bringing together students from all 34 provinces of Indonesia to discuss critical issues such as education, the environment, and social development.
- Engaged in collaborative discussions with peers from diverse regions, fostering teamwork and cross-cultural understanding.
- Contributed ideas and insights on addressing key societal challenges, enhancing problem-solving and communication skills.

COURSES & CERTIFICATIONS

- **2024**. UI/UX Design Full Intensive Bootcamp – *issued by Kelas.work*
- **2024**. DIGITAL SKILLS: USER EXPERIENCE – *issued by Accenture x Futurelearn*
- **2024**. Engineering Mechatronic Training Basic PLC and HMI Omron use Software CX-Programmer and CX-Designer – *issued by Dentech Corporation*
- **2023**. Cybersecurity Training for MSMEs 1,2,3 – *issued by Mercy Corps x MicroMentor*

SKILLS

Soft Skills: Communication, Creative, Analysis, Problem-Solving, Team Coordination, Time Management, Design Thinking, Learning Agility

Hard Skills: Proteus, Eagle, MATLAB, Ladder Diagram, Microcontroller, Sensor, Transducer, C#, C, Python, PLC, Figma, Canva, Maze, Tableu, CSS, HTML, Javascript, ReactJS, Microsoft Office (Ms. Word, Ms. Excel, Ms. Power Point).

Languages: Indonesia (Native), English (Intermediate)

PROJECTS

Kelas.work Final Project: Freshly Dropped **Aug - Dec 2024**

Design an app that recommends recipes based on available ingredients and allows users to purchase missing items online for doorstep delivery

- Designed user personas, empathy maps, and user flows to address user needs effectively.
- Conducted usability testing with Maze to improve app performance and user experience.
- Created a user-friendly UI/UX prototype using Figma to simplify recipe discovery and ingredient ordering.

Consultation Project Course: "Warung Atul" Web Design **Aug - Dec 2024**

Designed a website for *Warung Atul*, a local restaurant specializing in soft-bone fried duck and chicken dishes, to improve its online presence and attract a wider customer base.

- Developed a clean and intuitive web design to showcase the menu, special offers, and restaurant information
- Created wireframes and prototypes using **Figma** to visualize the user interface.

Technopreneur Project Course: "Mushmart" Web Design   **Sep - Dec 2024**

Mushmart is an e-commerce project platform that delivers fresh, high-quality mushrooms, connecting local farmers to consumers with ease and sustainability.

- Developed a modern and user-friendly web design to showcase products, streamline the purchasing process, and ensure a seamless shopping experience
- Designed interactive prototypes using Figma to visualize the user interface

Study Program Videotron Project: Visual Presentation Design   **June 2024**

- Designed a poster for a videotron display to introduce the Mechatronics and Artificial Intelligence study program, featuring a list of faculty members to promote the program effectively.
- Created an informative visual presentation to be displayed in the campus lobby, aimed at increasing awareness and attracting prospective students to the study program.

GDSC Hackfest Final Project: Design for "VITA" App   **Dec 2023 – Jan 2024**

Vegetable Integrated Transshipment App (VITA) is a project aimed to empower Indonesian farmers by streamlining the buying and selling process, ensuring fair market value and quality products for consumers.

- Collaborated on creating user-friendly workflows to improve accessibility and customer experience.
- Utilized Figma to develop wireframes, design components, and refine the app's visual structure.