



Muhammad Sirajudin Suyuti

Product Designer — UI/UX & Front-End Developer

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PROFESSIONAL SUMMARY

Computer Science student positioning as a **Product Designer** with technical understanding of **Front-End Development** (HTML/CSS/JS). I go beyond visuals by combining **UI/UX principles** with business strategy proven by increasing sales via design optimization. Seeking an internship to contribute to product lifecycles through data-driven design and technical feasibility.

TECHNICAL SKILLS

Design Tools: Figma (Prototyping, Wireframing, Auto Layout), Canva, User Flow.

Development: HTML5, CSS3, JavaScript, Python (Foundational), Three.js (Basic), Git/GitHub.

Soft Skills: Design Thinking, Agile Leadership, Stakeholder Management, Strategic Planning.

SELECTED PROJECTS

Puffella - F&B Business Project 📍

Product Design Lead & Project Strategist

Oct 2025 – Present

Binus University

- Led the **UI/UX design process** using **Figma** to create digital branding assets, ensuring consistent visual identity.
- Identified user pain points during expo queues and designed a **Time-Slot Booking System flow**; implementation reduced wait times and optimized customer traffic.
- Conducted **Market Validation** resulting in 39 total sales and analyzed COGS/Break-Even Point to ensure scalability.
- Developed physical-to-digital touchpoints (QR code integration) to enhance user engagement.

Travel Booking Platform (Coursework)

UI/UX Designer (BuildWithAngga)

Aug 2025 – Present

Work in Progress

- Developing a travel booking platform to solve user pain points regarding complex booking flows and scattered information.
- Created **User Personas** (Solo & Family travelers) and Information Architecture to structure the MVP features effectively.
- Designed **Low-Fidelity Wireframes** and User Flows using **Whimsical** to validate navigation logic.

ORGANIZATIONAL EXPERIENCE

HIMTI (Himpunan Mahasiswa Teknik Informatika)

General Manager of Relation Expansion Commission

Mar 2025 – Present

Jakarta, Indonesia

- Collaborated with and led a diverse team of **130 staff** across two divisions, fostering a supportive environment to achieve organizational targets.
- Coordinated the merchandise sales project (215 starter packs), ensuring seamless procurement and distribution through teamwork and quality control.
- Directed digital branding strategies across **LinkedIn & Instagram**, ensuring consistent visual identity and engagement.

HIMTI Gathering Night

Project Manager

Feb 2025 – May 2025

Jakarta, Indonesia

- Facilitated a 2-day event for 48 participants, working closely with a 12-member committee to execute logistics and rundown effectively.
- Bridged communication between the committee and the Executive Board to align objectives and resolve challenges collaboratively.

EDUCATION

BINUS University

Bachelor of Computer Science (Interactive Multimedia) — GPA: 3.38/4.00

2023 – Present

Jakarta, Indonesia

- **Relevant Coursework:** Human-Computer Interaction, Multimedia Systems, Game Design, Software Engineering, Computer Graphic, Mobile Programming, Artificial Intelligence.

CERTIFICATIONS & AWARDS

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| • Participant , GARUDA HACKS 6.0 (Hackathon) | July 2025 |
| • Best Mentor , HIMTI Event (Guided to 3rd Best Proposal) | Sept 2025 |
| • UI/UX Intensive Camp , Special Skill Indonesia | June 2025 |
| • Building Conversational AI Applications , NVIDIA | Aug 2025 |