



# Muhammad Sirajudin Suyuti

Product Designer — UI/UX & Front-End Developer

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## PROFESSIONAL SUMMARY

Computer Science student specializing in Interactive Multimedia, positioning as a **Product Designer** with technical understanding of **Front-End Development** (HTML/CSS/JS). Unlike typical visual designers, I combine **UI/UX principles** with a strategic mindset—leveraging extensive organizational leadership experience to align user needs with business goals. Proven track record in driving product metrics (e.g., increasing sales via UX 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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| • <b>Participant</b> , GARUDA HACKS 6.0 (Hackathon)              | July 2025 |
| • <b>Best Mentor</b> , HIMTI Event (Guided to 3rd Best Proposal) | Sept 2025 |
| • <b>UI/UX Intensive Camp</b> , Special Skill Indonesia          | June 2025 |
| • <b>Building Conversational AI Applications</b> , NVIDIA        | Aug 2025  |