DWI KRISDANARTI

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ABOUT ME

Informatics Engineering student at Universitas Negeri Semarang with a strong interest in Data Science, Machine Learning, and Computer Vision. Experienced in data analysis, dashboard development, and end-to-end machine learning projects, including BISINDO hand gesture recognition, recommendation systems, and interactive data applications. Completed internships as a Data Science & Analyst at PT PLN (Persero) UP MLEB and a Marketing & Web Developer at PT Aspal Polimer Emulsindo, and was selected as a Machine Learning cohort at Bangkit Academy. Highly motivated to apply analytical and technical skills in Python, SQL, data visualization, and deep learning to deliver scalable, data-driven solutions.

WORK EXPERIENCES

Data Sciencce & Analyst – *PT PLN (PERSERO) UP MLEB*   *Feb - Apr 2025*
- Cleaned, transformed, and structured multi-source operational data into integrated databases, enabling detailed insights.
- Developed real-time interactive dashboards using Looker Studio to monitor revenue, visitor trends, and facility utilization, visualizing over Rp1B+ in revenue and delivering insights to 3 key divisions.
- Collaborated with stakeholders to define KPIs and user requirements, improving dashboard clarity and boosting user adoption rate to 100%.
- Documented processes and created a comprehensive user manual for dashboard usage and database access to support smooth knowledge transfer.

Marketing & Web Developer – *PT ASPAL POLIMER EMULSINDO*   *Mei - August 2025*
- Developed and maintained the company website using custom web technologies, improving page load performance by 30% and enhancing product navigation and usability.
- Structured and analyzed marketing and operational data from multiple sources to support campaign evaluation and business reporting.
- Implemented On-Page and Off-Page SEO strategies, increasing the SEO performance score from 65 to 85+ and improving organic search visibility.
- Created digital assets including landing pages, articles, and promotional banners, driving a 25% increase in user engagement across online platforms.
- Collaborated with the marketing team to execute digital campaigns and analyzed performance using Google Analytics and Google Search Console, reducing bounce rate by 15%.

Cashier – *Golden Lamian*   *Jul - Aug 2024*
- Managed the cash register, processed customer orders, and handled transactions accurately and efficiently.
- Provided excellent customer service by addressing inquiries, offering menu recommendations, and resolving complaints.
- Assisted in preparing daily financial reports using Excel, including recording transactions, analyzing revenue, and reconciling cash balances.
- Collaborated with the team to ensure seamless operations, especially during peak hours.

PROJECT EXPERIENCES

BISINDO Hand Gesture Recognition– *Computer Vision and Deep Learning*   *Dec – Jan 2025*
- Designed and implemented a BISINDO hand gesture recognition system using YOLO for hand detection and ResNet for gesture classification.
- Trained and fine-tuned models on 1,600+ labeled hand gesture images, achieving >95% detection accuracy (YOLO) and >95% classification accuracy (ResNet).
- Applied ROI extraction from YOLO bounding boxes to improve gesture classification performance and reduce background noise.
- Evaluated the system using real-time and image-based inference, ensuring consistent performance across varied lighting and hand positions.

Skinalyze App – *Data Analysis and Machine Learning*   *Nov – Dec 2024*
- Gathered and analyzed ingredient data and skin problem data to detect facial skin issues.
- Processed and cleaned over 500 product ingredients and skin condition data entries.
- Collaborated with team members to integrate data sources, achieving a model accuracy of 98% using CNN in detecting skin issues based on user inputs.

Interactive Segmentation with K-Means – *Data Analysis and Machine Learning*   *Nov – Dec 2024*
- Developed an interactive web application for customer segmentation using Streamlit and the K-Means clustering algorithm.
- Analyzed customer data to identify distinct groups based on behavioral, demographic, and purchasing patterns.

- Provided insights to enhance targeted marketing strategies and improve customer relationship management.
- Used tools like Pandas, NumPy, and Matplotlib for data preprocessing, analysis, and visualization.

E-Commerce Dashboard – *Data Analysis*   *Oct 2024*
- Developed an interactive web application using Streamlit to visualize and analyze e-commerce data, enhancing user engagement and providing a comprehensive understanding of key metrics.
- Conducted comprehensive data analysis to uncover insights, trends, and patterns within the dataset, leading to actionable findings that supported business decision-making.
- Utilized data manipulation libraries such as Pandas for efficient data handling and processing, ensuring 100% data accuracy and reliable results.
- Integrated data visualization tools like Matplotlib and Plotly to create insightful graphs and charts, improving stakeholder understanding and interpretation of key trends.

Book Recommendation System– *Data Science & Machine Learning*   *Oct 2024*
- Designed and implemented a hybrid book recommendation system combining Content-Based Filtering (TF-IDF + Cosine Similarity) and Collaborative Filtering (Neural Network embeddings) for personalized recommendations.
- Processed and analyzed 1,000,000+ user rating records and 10,000 book entries, performing data cleaning, deduplication, and feature preparation to improve model reliability.
- Achieved 100% Precision@5 in genre relevance for top-5 recommendations using Collaborative Filtering, demonstrating accurate user preference modeling.
- Evaluated and optimized model performance using RMSE, showing consistent error reduction during training and validation

EDUCATION

Universitas Negeri Semarang, GPA: 3,83   *August 2022 - Present*
Informatics Engineering
- Studied and applied core concepts of computer science, including algorithms, data structures, databases, operating systems, and software engineering.
- Developed multiple academic and personal projects involving programming, system design, and problem-solving, strengthening analytical and logical thinking skills.
- Explored computer vision and machine learning fundamentals through coursework and projects, including the development of a sign language detection system.
- Participated in PKM (Program Kreativitas Mahasiswa) and various technical workshops and student organizations, enhancing team collaboration, communication, and project management skills.

Dibimbing   *August – Dec 2024*
Data Science
- Completed an intensive data science bootcamp program with 100% attendance, demonstrating strong commitment and consistency throughout the program.
- Delivered multiple hands-on data projects, achieving a Project Component Score of 93 by applying data preprocessing, EDA, and machine learning techniques.
- Achieved a Test Component Score of 96, reflecting strong understanding of data analysis, statistics, and machine learning fundamentals.
- Earned an overall final score of 94.83 and a perfect score of 100 in the Job Connect Exam, receiving an "Excellent" overall performance rating.

Bangkit Academy   *Sept – Dec 2024*
Machine Learning
- Successfully passed the MSIB Bangkit 4636 cohort selection from 45,800+ applicants, with an acceptance rate of 10.11%.
- Successfully completed all 20 mandatory courses on Dicoding and Coursera, covering key topics such as Convolutional Neural Networks (CNN), Natural Language Processing (NLP), Transfer Learning, Time Series Forecasting, TensorFlow.js, TensorFlow Lite, and Custom Model Development in TensorFlow.
- Achieved a 100% attendance rate in all mandatory sessions, without any absences or permissions.
- Graduated with distinction, ranking in the top 10% of 1,900+ Machine Learning cohorts, with an average grade of 93.60 (A).

MySkill   *May – Jun 2024*
Microsoft Excel Fullstack Intensive Bootcamp (Basic to Advanced)
- Mastered advanced Microsoft Excel functionalities, including Pivot Tables, Power Query, data cleaning, complex formulas (IF, nested IF, VLOOKUP, INDEX-MATCH), and dashboards.
- Processed and analyzed large structured datasets (1,000+ rows) to generate actionable insights and automated reports.
- Built dynamic Excel dashboards and reports to support data-driven decision-making and business analysis.

- Improved efficiency of data processing workflows through formula optimization and structured spreadsheet design.

ORGANIZATIONAL EXPERIENCE

Member *2023 - 2024*
Google Developer Student Clubs (GDSC) Universitas Negeri Semarang

- Contributed to multiple technical projects and activities organized by GDSC, collaborating with teams to enhance community engagement and project outcomes.
- Attended technical meetings and training sessions to improve technical and professional skills, focusing on topics like cloud computing, web development, and machine learning.

Internal Division Member *2022*
HIMA Internship

- Coordinated and organized 5+ department competitions, resulting in a 30% increase in student participation and engagement compared to previous years.
- Collaborated with a team to plan and manage event logistics, including venue selection, scheduling, and budget management, ensuring events were completed on time and within budget.

CERTIFICATION

Associate Data Scientist BNSP Certified– Nov 2025
Credential ID: 63111 2511 6 0011384 2025
Badan Nasional Sertifikasi Profesi (BNSP)

DeepLearning.AI TensorFlow Developer Specialization – Nov 2024
Credential ID: B19ARJKEVIIN
DeepLearning.AI

Machine Learning Specialization – Oct 2024
Credential ID: M6U18XE93BHH
DeepLearning.AI, Stanford University

Browser-based Models with TensorFlow.js – Nov 2024
Credential ID: X8UIJJUTLVQ6
DeepLearning.AI

Data Pipelines with TensorFlow Data Services– Nov 2024
Credential ID: BAD195T8UY8F
DeepLearning.AI

Device-based Models with TensorFlow Lite– Nov 2024
Credential ID: 7KAE3V3LL9RR
DeepLearning.AI

Linear Algebra for Machine Learning and Data Science – Oct 2024
Credential ID: O8OPOX9O6DBN
DeepLearning.AI

Crash Course on Python – Sept 2024
Credential ID: G6F9DJ7LUGCE
Google

Using Python to Interact with the Operating System– Sept 2024
Credential ID: AHEKCH6PP8EK
Google

EXTRA QUALIFICATION

- **Soft Skills:** Public Speaking, Teamwork, Problem Solving, Time Management
- **Hard Skills:** Tableau, Power BI, Canva, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Figma, VS Code
- **Language:** Indonesian (Fluent), English (Intermediate)
- **Technical Skills**: TensorFlow, Pandas, SQL, Data Preprocessing, Model Building, Data Pipelines, TensorFlow.js, TensorFlow Lite, Convolutional Neural Networks, NLP, Python, Matplotlib, Pandas, SQL, Data Visualization, Web Scraping, Data Analysis.