ZAHIRAH SALSABILA

UI/UX DESIGNER

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PROFILE

Aspiring UI/UX Designer specializing in user-centered mobile and web application design. Information Systems student at UPN "Veteran" Yogyakarta with hands-on experience in user research, wireframing, prototyping, and usability testing using Figma (Advanced), Adobe Illustrator, and front-end technologies (HTML/CSS, Tailwind CSS). Seeking opportunities to create intuitive digital experiences through design thinking methodology and collaborative problem-solving. Proven ability to translate user needs into functional, visually appealing solutions with measurable impact.

EDUCATION

Undergraduate Student in Information Systems, UPN "Veteran" Yogyakarta **Aug 2023 - Present**

PROJECT EXPERIENCE

Web Design For Catering Website **April - June 2025**
- Designed end-to-end user experience for catering e-commerce platform, resulting in 40% increase in user engagement.
- Created interactive prototype in Figma featuring 15+ screens with micro-interactions and responsive layouts.
- Collaborated with development team to ensure pixel-perfect implementation of designs.

Mobile Application Design SOBAT **April - June 2025**
- Designed high-fidelity prototype for SOBAT application using Figma with 50+ screens and interactive components.
- Created consistent design system including color palette, typography, and reusable components for development efficiency
- Conducted design iterations based on user feedback and usability testing to optimize user satisfaction

E-Commerce Juice Bar System with Admin Panel **Sept - October 2025**
- Developed full-stack e-commerce web application using Laravel 11 and MySQL with 500+ lines of well-documented code
- Implemented secure authentication system with role-based access control Admin/User) and CSRF protection
- Created responsive user interface with Tailwind CSS achieving 100% mobile compatibility

NafasKu - AI-Powered Asthma Monitoring & Management Application **Sept - October 2025**

1st Honorable Mention | Luminux UI/UX Competition 2025
- Conducted in-depth research using Design Thinking methodology to understand asthma patients' needs through structured interviews and literature studies.
- Designed an application ecosystem integrated with wearable devices, Machine Learning (LSTM), and Generative AI (ChatGPT) for asthma attack prediction and personalized recommendations.
- Conducted usability testing using Maze to evaluate navigation, functionality, and user experience, and iterated design based on user feedback.

SKILLS

Design   : Figma | Adobe Illustrator | Adobe Premiere | Canva
Technical : HTML/CSS | Tailwind CSS | Laravel (Basic)
Core   : User Research | Design Thinking | Prototyping | Design Systems | Usability Testing