

# Setiady Ibrahim Anwar

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Setiady Ibrahim is a UI/UX Designer with strong expertise in visual design, interaction design, and user-centered thinking, experienced in designing responsive web and mobile digital products that prioritize clarity, readability, and visual consistency. With over 3 years of experience through internships, competitions, and freelance projects, he is skilled in creating intuitive user interfaces, managing visual assets, and developing high-fidelity prototypes that support scalable digital products.

He is proficient in using industry-standard design tools such as Figma, Miro, Adobe Illustrator, Adobe XD, and After Effects to design interfaces, interactive prototypes, and visual elements aligned with design systems and style guides. Setiady is accustomed to collaborating closely with product designers, developers, and cross-functional teams to ensure seamless design implementation across various devices and screen sizes. Supported by more than 10 national awards in UI/UX and visual design competitions and experience mentoring over 80+ students, he brings a detail-oriented mindset, strong visual sensibility, and a continuous learning attitude to craft meaningful and impactful digital experiences particularly for content-driven and information-focused platforms.

## Professional Experiences

### **PT. SIGMA CIPTA CARAKA(Telkomsigma) | Tangerang, Indonesia**

#### **Frontend Web Developer & UI/UX Designer (Internship) (Jun 2025 – Dec 2025)**

- Designed end-to-end user interfaces for the internal Employee Self-Service (ESS) portal, starting from wireframes to high-fidelity prototypes with a strong focus on usability, visual consistency, and clarity of information.
- Developed and maintained responsive UI layouts to ensure optimal user experience across desktop and tablet devices.
- Collaborated closely with developers and internal stakeholders to translate design concepts into pixel-perfect implementations aligned with the approved design guidelines.
- Supported seamless user interaction flows by ensuring smooth integration between interface design and system functionality.

### **PT SINERGI INSAN ANDALAN (EDUWORK) | Bogor, Indonesia**

#### **Web Programmer(Internship) (Apr 2025– Jun 2025 )**

- Designed and implemented user-friendly and responsive interface components to improve usability and interaction flow within the platform.
- Worked with modern UI frameworks to ensure visual consistency and responsive behavior across multiple screen sizes.
- Collaborated with cross-functional teams to align interface design with product requirements and user needs.
- Enhanced user experience by supporting smooth content updates and interaction feedback within the interface.

### **CODEPANDA | Bogor, Indonesia**

#### **Front-End Developer(Freelance) (Feb 2025– Dec 2025 )**

- Translated wireframes and high-fidelity designs into interactive and responsive web interfaces while maintaining visual accuracy and design intent.
- Collaborated closely with UI/UX designers to ensure design-to-development consistency throughout the implementation process.
- Ensured interface scalability and maintainability through structured component usage and version control collaboration.
- Actively participated in design handoff discussions to improve workflow efficiency and interface quality.

### **PANSUS STUDIO | Bandung, Indonesia**

#### **UI/UX Designer (Internship) (Jan 2025 - Jun 2025)**

- Designed 50+ mobile application screens for the Saleskuy POS application, covering order management, payment processing, and delivery tracking features.
- Developed user flows, wireframes, and high-fidelity UI designs with emphasis on clarity, visual hierarchy, and ease of use for merchants.
- Conducted user research and usability testing with 30+ merchants, resulting in 25% improvement in user satisfaction scores.
- Collaborated with development team to ensure pixel-perfect implementation of designs, reducing design-to-development handoff time by 40%.

## **PT KAWAN KERJA INDONESIA | Bandung, Indonesia**

### **UI/UX Designer (Internship) (Aug 2024 - Dec 2024)**

- Designed a role-based dashboard interface for Pembimbing ID, covering admin, mentor, and client user journeys.
- Conducted user research and usability testing to refine interaction flows and information hierarchy for each user role.
- Created high-fidelity prototypes to validate design solutions and ensure visual and functional consistency across the platform.
- Collaborated with product managers, developers, and fellow designers to ensure smooth and accurate design implementation.

## **NIAGAHOSTER | Bogor, Indonesia**

### **UI/UX Designer (Internship) (Jan 2024 - Feb 2024)**

- Redesigned the checkout flow to improve clarity and reduce friction, resulting in a 20% increase in conversion rate.
- Enhanced overall user experience by refining layout structure, interaction flow, and visual hierarchy, leading to a 30% increase in user satisfaction.
- Conducted comprehensive information architecture analysis, improving site navigation and usability by 15%.  
Performed usability testing with 50+ users and translated insights into actionable design improvements, contributing to a 25% improvement in overall UX quality.

## **Leadership Experiences**

### **GOOGLE DEVELOPER GROUP ON CAMPUS | Bogor, Indonesia**

#### **Core Mentor Product Development & User Experience GDGOC IPB University (Dec 2024– Now)**

- Delivered insightful sessions on UI/UX design and no-code programming to over 150 GDGOC members, enhancing their skills in user-centered design and rapid prototyping.
- Organized hands on workshops, improving participants' proficiency in no code tools by 40% and boosting their ability to create functional prototypes.
- Successfully managed GDGOC IPB's social media platforms, increasing online engagement and visibility by 30% through strategic content creation and scheduling.
- Fostered a collaborative learning environment, resulting in a 25% increase in active member participation and project contributions.

### **HIMAVO MICRO IT | Bogor, Indonesia**

#### **Mentor UI/UX Designer (Jan 2024– Sept 2024)**

- Provided UI/UX design guidance to over 30 students, ensuring they understand and apply key design principles effectively.
- Taught fundamental design principles, improving students' design skills and understanding by 40%.
- Prepared and introduced essential UI design tools for web and mobile app projects, enhancing students' technical proficiency.
- Assisted in the design and development of various UI projects, resulting in a 50% improvement in project quality and user interface appeal.
- Educated students on the basics of user testing and research, improving their ability to create user-centered designs by 35%.
- Facilitated hands-on workshops and practical sessions, leading to a 25% increase in student engagement and learning outcomes.

## **Project Experiences**

### **Web & Mobile Development Project**

- (2023) WebDev & UI/UX Agridation | Sekolah Vokasi IPB University
- (2023) Butchery App & Website | Mobile developer & UI/UX Designer
- (2024) Nusoundtara | Fullstack Web Developer
- (2024) UI/UX UMKM.GO Web | UI/ UX Designer and wordpress Web Developer
- (2024) UI/UX Upala Coffee Web & CRM | UI/UX Designer and FrontEnd Web Developer
- (2024) Kreavoks Digital Agency | Web Developer and UI/UX Designer
- (2024) Dashboard Pembimbing id | UI/UX Developer
- (2024) WingsPOS Website | Full Stack Developer

- (2024) Brief 7.0 Website | UI/UX Designer Web and Developer
- (2025) SalesKuy Point of Sales | Mobile UI/UX Designer
- (2025) FreezeMart | FullStack Developer
- (2025) StudyLens | FullStack Developer and AI Engineer
- (2025) Pembimbing ID | UI/UX Designer
- (2025) Marketplace UMKM Product Development DPMA | UI/UX Designer & Frontend Developer
- (2025) Employee Self Service Telkomsigma | FrontEnd Developer and UI/UX Designer

## **Education and Program**

**IPB UNIVERSITY | Bogor, Indonesia**

**Undergraduate Diploma in Software Engineering Technology (Aug 2022 – Present)**

**GPA 3.81/4.00**

**Notable Achievement :** 1st Winner of National SHORT MOVIE PENDIKAR Competition at IPB University by Bem of Vocational School IPB University | Finalist Olivia (Olimpiade Vokasi Indonesia) Feature Documenter at UNS by Ministry of Education and Culture Republic of Indonesia | 2nd Winner Aiscom BPC Competition at Telkom University by Fakultas Ilmu Komputer, Telkom University | 2nd Winner UI/UX Competition at Atma Jaya University by Fakultas Sistem Informasi, UAJAY | 1st Winner Infographic Competition at Bakrie University by Himpunan Teknologi Pangan, University of Bakrie | 2nd Winner UI/UX Design at Smart IT Competition | 3rd Winner UI/UX Design FORS NATION 2024 at University of Jambi | 2nd Winner of Business Plan Competition AISCOM 2024 at Telkom University | 1<sup>st</sup> Winner UI/UX Competition Vocational Of Champions.

## **Journal Publication**

- Measuring System Usability Using the Use Questionnaire in the MyTelkomsel – Journal of SITEKIN, Vol 22, No 1. 2024.
- Application of License Plate OCR Technology to Improve Vehicle Access Efficiency and Security – Journal Science Research and Development, Vol 6, No 2. 2024.
- Analysis and Testing of the Combox Web Application System Using Black Box Testing with the Equivalence Partitioning Method – International Journal of Electrical Engineering, Mathematics and Computer Science, Vol 4, No.4 2024.
- Kreavoks Strategy in Developing Digital Services to Prepare Young Generations for Industry 4.0 – JUBIKIN, Vol 1, No 4, 2024.

## **Certifications**

- Web Programmer – National Professional Certification Agency (BNSP) (April 2025)
- UX Academy Compfest – Fasilkom University of Indonesian (Agustus 2024)
- Learn Web Programming Basic – Dicoding (November 2024)
- Google UX Design Professional Certificate – Coursera (July 2024)
- Kickstart FullStack Web Development Journey – Rakamin Academy (December 2023)

## **Skills & Language**

**Technical :** Figma, Framer, Jira, Trello, maze, Microsoft Office (Word, Excel, PowerPoint, Outlook), HTML, CSS, SCSS, JavaScript, Tailwind, Bootstrap, React JS, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe Lightroom.

**Interpersonal :** UI/UX Design, Wireframe, User Research, Prototyping, Responsive Design Knowledge, Sitemap, Web and Mobile programming, Web design, Leadership, Empathy, Team Collaboration, Problem-Solving, Project Management, Public Speaking, Creativity, Adaptability, Visual Design, Typography, Layout & Hierarchy, Design System & Component Library, Wireframing, User Flow, High-Fidelity Prototyping, Responsive & Mobile-First Design, Interaction & Micro-interaction Design.

**Language :** Bahasa Indonesia (Native), English (Professional Working Proficiency).