

SILKY AFINA SALY

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PROFILE

I am a fifth-semester student at STMIK YMI Tegal, majoring in Information Systems, with a GPA of 3.96. I am known as a qualified, disciplined, and enterprising individual who carries out academic and non-academic activities. In addition to educational activities, I am also active in the Student Executive Board (BEM), which has honed my leadership and teamwork skills. In addition, I also diligently participate in various trainings and other relevant activities to support my interests and broaden my horizons in the field of Information Systems. In the future, I am committed to continuing to develop myself and seeking valuable experiences that can support my career.

EDUCATION

SMK N 1 Slawi – Tegal, Central Java (2019 – 2022)
Multimedia - 89 /100 – [\[View Certificate\]](#)

STMIK YMI TEGAL – Tegal, Central Java (Sep 2022 – Sep 2025 (Expected))
Information System - GPA 3.96 /4.00 – [\[View Transcript\]](#)

INTERNSHIPS AND ORGANIZATION EXPERIENCE

PT Selasar Untuk Negeri [\[View Certificate\]](#) (November 2023 – February 2024)

- Create and design various graphic materials for Selasar Kampus's digital and print media needs, including websites, social media, and promotional materials.
- Work closely with the marketing team and other teams at Selasar Kampus to understand design needs and provide creative solutions.
- Develop branding materials, such as logos and brochures.
- Participate in brainstorming sessions for campaign concepts and contribute creative ideas.
- Ensure brand and creative consistency across various customer digital platforms.

Student Executive Board (Dept. Media and Information (Coordinator)) (Dec 2023 – Present)

- Responsible for creating creative and informative content that will be published on various BEM social media platforms.
- Create a content calendar that is structured and in line with BEM's agenda.
- Write effective and engaging copywriting for each social media post, including captions, event descriptions, and important announcements.
- Work closely with other departments within BEM to ensure all activities and important information are well conveyed to every audience.
- Proactively monitor and respond to interactions on social media to build rapport with the audience.

Chair of the Workshop Committee “Design Dreamland: Express Yourself With Canva” (July 2024)

- Coordinate all committee members to ensure all tasks are carried out properly.
- Ensure the smoothness and success of the workshop in accordance with the objectives set.
- Ensure the use of funds in accordance with the needs and plans that have been prepared.
- Build good cooperation with all parties to support the smooth running of the event.
- Identify and invite suitable resource persons to conduct the workshop sessions.
- Ensure all equipment and needs are available and functioning properly.
- Ensure that the registration system runs smoothly and participant data is well organized.

TRAINING EXPERIENCES

Short Class Introduction to UI Design – My Skill (28 January 2023)

- Understand the basic concepts of UI (User Interface) and UX (User Experience) and the differences and interrelationships between the two.
- Learn basic design principles such as visual hierarchy, consistency, typography, color, and white space.
- Introduce Figma as a popular collaborative design tool in the industry.
- Conduct practical exercises in creating UI designs using Figma.

Short Class From Research to Insight – My Skill (25 February 2023)

- Understand the roles and responsibilities of a UX researcher in a product development team.
- Explore the concept and importance of user research in creating user-centric products.
- Learn the stages in the UX research process, from planning to data analysis.
- Develop a project brief that includes the project background, research objectives, and problems to be solved.

Short Class Introduction to Figma – My Skill (25 March 2023)

- Learn the basics of the Figma application, including the user interface and tools available.
- Understand the process of creating a user interface (UI) design from scratch using Figma.
- Get hands-on practice by replicating an existing UI design using Figma.
- Learn how to create and use components to speed up the design process and ensure consistency.

Course Bootcamp UI/UX Design – Sanbercode (03 – 28 July 2023)

- Learn the basics of UX fundamentals starting from UX process, design thinking, user-centered design, and elements of design.
- Learn the fundamentals of UI starting from: visual design elements, visual design principles, color theory, and typography.
- UX process method starting from: user interview, user persona, affinity mapping, empathy mapping, journey mapping, wireframing, prototyping, rapid prototyping, design patterns, usability testing, and style guide.
- Present the design starting from a design review, and case study, and create a portfolio.

Mini Course Intro to Data Analytics - Revou (27 November – 05 December 2023)

- Understand what data analytics is and its important role in data-driven decision-making.
- Learn about different types of data, including structured, semi-structured, and unstructured data.
- Understand the stages in the data analytics process, from data collection, data cleaning, and data analysis, to interpretation of results.
- Introduction to commonly used tools and technologies in data analytics, such as Excel, SQL, and Python, and data visualization tools such as Tableau and Power BI.

SKILLS AND COMPETENCIES

• **Tools and technology**

Figma, Adobe Photoshop, CorelDraw, Adobe Illustrator, Visual Studio Code, Oracle SQL Developer Data Modeler, Sublime Text, Ms. Office (Ms. Word, Ms. Power Point, Ms. Excel, Ms. Access), Programming languages (Python, HTML, JavaScript, PHP), and Framework Laravel 10.

• **Languages**

Indonesian (Native), English (Intermediate).

• **Personal Skills**

Leadership, Communication, Problem-Solving, Creative, Teamwork, Analytical Thinking, Design Thinking.

LICENSES AND CERTIFICATES

- **TOEFL EPT (Score: 567/677):** Smart English Course – 25 November 2021 [[View Certificate](#)]
- **KKNI LEVEL II CERTIFICATE OF COMPETENCY IN MULTIMEDIA COMPETENCY:** Indonesian Professional Certification Agency – 04 April 2022 [[View Certificate](#)]
- **MICROSOFT OFFICE COMPETENCY CERTIFICATE:** Microsoft Office Competency Test (Word, PowerPoint, dan Excel) – 09 February 2024 [[View Certificate](#)]