

Sitti Choffah

CV & Portfolio

UI/UX Designer



Sitti Chofifah

UI/UX Designer, Graduated from Institut Teknologi Sepuluh Nopember

+6285179987848

sittichofifah@gmail.com

linkedin.com/in/sitti-chofifah/

Achievement

Funded Program Kreativitas Mahasiswa 2021 for Community Services Category

Issued by Ministry of Research, Technology and Higher Education Indonesia · Mar 2021

Finalist of 4C Virtuality National Competition 2020 for UX Challenge Category

Issued by Faculty of Computer Science, University of Brawijaya · Dec 2020

Finalist of Cigna Innovation Challenge 2020

Issued by PT Asuransi Cigna Indonesia · Dec 2020

Education

Institut Teknologi Sepuluh Nopember

Bachelor of Informatics | 2018-2022

- Cumulative GPA: 3.50/4.00
- Leadership: Vice Head of Internal Affairs Department - Informatics Student Association.
- Assistant Lecturer Coordinator for Basic Programming Course
- Volunteer: Assistant Lecturer for Data Structure Course

Skills

UI Design, UX Design, User Research, Design Thinking, User Interview, User Testing, User Flow, Wireframe, Prototype, HTML, CSS, Elementor, Wordpress

Work Experience



Kita Keluarga Indonesia

Junior UI/UX Designer | Fulltime

August 2023 - July 2024

- Contributed to the development of the Kita Daycare feature in KitaCare App, which allows parents to view their child's daily reports in real-time
- Responsible for Kita FamFest 2023 features in KitaCare App to support visitors activities at Kita Famfest held in Urban Forest Jakarta
- Revamped the Kita App into KitaCare App, shifting its focus from mothers only to a family support app, including fathers.
- Developed KitaCare website to align with the new brand identity. Create the website using Elementor by Wordpress
- Helped manage the product-engineering team's timeline, and conducted testing before the app's release.

UI/UX Designer | Internship

May 2023 - August 2023

- Improved the to-do list feature by enhancing the user flow, reducing the steps users need to take (tackle the pain point)
- Improved the shop feature by enhancing the address input, order details, and order summary sections.

PT. Bank Rakyat Indonesia

UI/UX Designer | Internship

August 2021 - February 2022

- Redesigned the websites for BRILink Support System (BSS) and BRILink Agent Management (BAM)
- Improved and created the UI based on business needs for the BRILink App
- Redesigned and enhanced the UX for the BRImo and Ceria apps

These following project are designed with Design Thinking principles. Focused on enhancing user interface and experience through research to align with target market's needs and the business itself

KITA DAYCARE

MOBILE APP - 2024

Overview

The 'Kita DayCare' feature is a part of the 'KitaCare App', developed specifically for parents with children enrolled in 'Kita Daycare'. This feature is designed to provide parents with the convenience of monitoring their child's activities in real-time through the app.

As a UI/UX Designer, I was tasked to create the Kita Daycare feature user-friendly for parents, ensuring they can quickly understand the information presented.

Additionally, I ensured a seamless user experience with no bugs or errors in the application.

Duration

2 months

Tools

Figma, Figjam

Design Process

Kita Daycare Showcase

The image displays a grid of 12 mobile application screens for the 'Kita Daycare' feature. The screens are arranged in three columns and four rows. Each screen shows a different aspect of the app's functionality:

- Row 1:** Welcome screen ('Selamat Datang di KITA Daycare'), Verification screen ('Masukkan kode anak anda yang tertera di nota pendaftaran'), and Data entry screen ('Tambah Data Anak').
- Row 2:** Report screen ('Rapot') showing check-in/out, health, and meal data; Timeline screen ('Timeline') with a lock icon; and Photo gallery screen ('Galeri') showing a child playing with bubbles.
- Row 3:** Report screen ('Rapot') showing detailed meal logs; Payment screen ('Tagihan') with a lock icon; and Photo gallery screen ('Galeri') showing a child playing with bubbles.
- Row 4:** Payment screen ('Tagihan') with a 'Bayar Sekarang' button; and a summary page showing payment details for 'Toddler Daycare Fulltime'.

KITA FAMFEST 2023

MOBILE APP - 2023

Overview

Kita FamFest 2023 is Jakarta's premier family festival, designed for all family members. To enhance the visitor experience, we developed the Kita FamFest feature. This feature provides visitors to see the event agenda, maps, and the ability to participate in competitions directly from their mobile phones, ensuring a seamless and engaging experience for everyone.

Kita FamFest 2023 was held for 3 days and attracted over 3,000 visitors, doubling app traffic and resulting in a 27x profit growth.

Duration

2 months

Tools

Figma, Figjam

Design Process

Kita FamFest Showcase

The mobile application interface for Kita FamFest 2023 includes:

- Peta (Map):** A detailed map of the event grounds with numbered points corresponding to the following locations:
 1. Experience Kita
 2. Kita Jajan (FnB)
 3. Kita Main
 4. Sponsor Booth
 5. Kita Jajan (Family Market)
- Diskusi Seru & Edukatif (Interactive Discussion):** Details about a talkshow session.
 - Format: Talkshow
 - Lokasi: Panggung Kita
 - Dates: 09.30-10.30
 - Date: 11 Agustus 2023
- Hasil Sementara (Temporary Results):** Shows top participants in a competition.

Rank	Participant	Score
1	Onigiri Fams	6500
2	Kebaya Mom	6000
3	Happy Family	5500
4	Anisa Family	5300
5	Me and Fams	5000
- Acara FamFest (Event Agenda):** Shows a list of events across three days (11-13 August).
 - Day 1: 11 Agustus
 - Day 2: 12 Agustus
 - Day 3: 13 Agustus
- Kontes Voting Kreasi (Creative Competition Voting):** Shows a list of entries and a voting interface.
 - Entries: Bermain Ria ala Buumi/Zaida, Serunya Bermain Bersama, Berkarya dan Piknik Ceria, Diskusi Seru & Edukatif.
 - Voting: Yay, kamu sudah memilih!
- Design Mockups:** Mockups of the app's home screen, map, and event details pages.

SKILVUL - DESIGN CHALLENGE

WEB - 2023

Overview

As an UI/UX Designer, I was asked to revamp Skilvul's webinar (<https://skilvul.com/sessions/webinar>) to accommodate these new requirements:

1. The webinars will be divided into three categories: Talks, Workshops, and Recordings. Users should be able to filter based on these categories and sort the webinars based on dates.
2. Add one banner to invite industry professionals who would like to participate as webinar speakers/instructors, with a button to register as a speaker/instructor. And add One banner to invite users to join SkilHub Community on Discord, with a button that will link to Skilvul Discord

Duration

3 days

Tools

Figma, Figjam

Design Process

Skilvul Challenge

The screenshot shows the Skilvul website's webinar page. At the top, there's a header with the Skilvul logo and navigation links for Belajar, Program, Komunitas, and Join Us!. Below the header, a main heading says "Temukan webinar seru untuk meningkatkan keterampilan digital kamu!" (Find fun webinars to improve your digital skills!). It features a callout box with statistics: 100+ Webinar Terbaik and 1000+ Peserta Hadir. Another callout box lists reasons to join: "Alasan kenapa harus ikut Webinar di Skilvul" (Reasons why you should join Skilvul's webinars), including professional speakers, interaction, and certificates. A testimonial from Maya Renata is shown. Below this, a section titled "Ikuti Webinar Seru dari Skilvul!" (Follow fun webinars from Skilvul!) displays three upcoming events: "AMMAN CODING Bootcamp" (Jumat, 23 Juli 2021), "Webinar Sea Product Management" (Minggu, 29 Januari 2023), and "Fundamental, Future of Data Scientist" (Sabtu, 04 Februari 2023). At the bottom, a red banner highlights "Beberapa Webinar yang Sudah Berhasil Diselenggarakan" (Some successful webinars held) with cards for "Skilvul tokopedia" and "Membuat Halaman Belanja E-Commerce yang Ramah Bagi Pengguna".

This screenshot shows several promotional sections on the Skilvul website. At the top right, there are buttons for "Apakah webinar yang sudah lewat bisa dibeli?" and "Apakah materi webinar dapat diunduh?". Below that, a red banner says "Kamu Telah Sampai Sejauh Ini, Mari Terus Menjalin Hubungan" (You have reached this far, let's continue building relationships) with a "we're hiring" icon. Another red banner encourages users to "Daftar Jadi Mentor!". To the right, a circular graphic shows people interacting with the text "Ayo Bergabung dengan SkilHub Community by Skilvul". The footer contains a "Skilvul" summary card with links to "Belajar", "Layanan", and "Bantuan dan Panduan". On the left, a "Daftar Webinar" section shows a grid of upcoming events. On the right, a "Beranda > Webinar > Daftar Webinar" section also displays a grid of events. The footer at the bottom has links for "Skilvul", "Layanan", and "Bantuan dan Panduan".

TECHANIC - DESIGN CHALLENGE

MOBILE APP - 2023

Overview

Techanic is a startup focusing in connecting consumers and electronic repair shops.

It provides services for repairing handphone, laptop, tablet and other electronic devices.

Currently, Techanic already has a website to facilitate user to find the most suitable repair shop in an area. Unfortunately, there is no mobile application for Techanic, so user cannot use the service from anywhere. Therefore, it was needed to design the mobile application of the website.

Duration

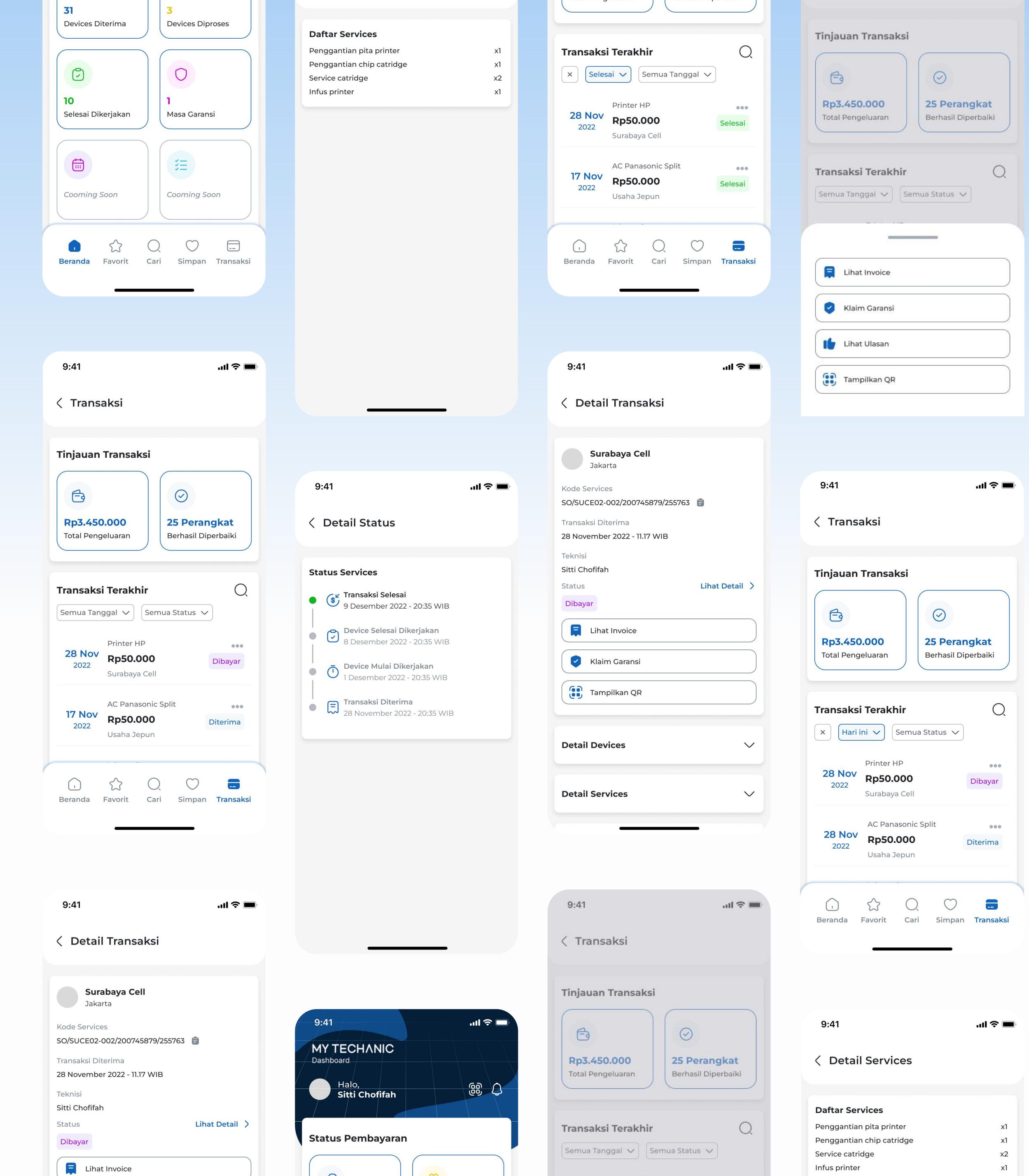
4 days

Tools

Figma, Figjam

Design Process

Techanic Challenge



PROMO BRIMO REVAMP

MOBILE APP - 2022

Overview

Final project that I did at PT. Bank Rakyat Indonesia. This project was associated with magang merdeka batch 1

The reason I chose this topic for my final project is that the Promo feature is the least used by BRImo App users. This data was gathered through survey forms and user interviews with several BRImo app users. Based on this information, improvements were made to the feature to increase user awareness and engagement with the Promo feature.

Duration

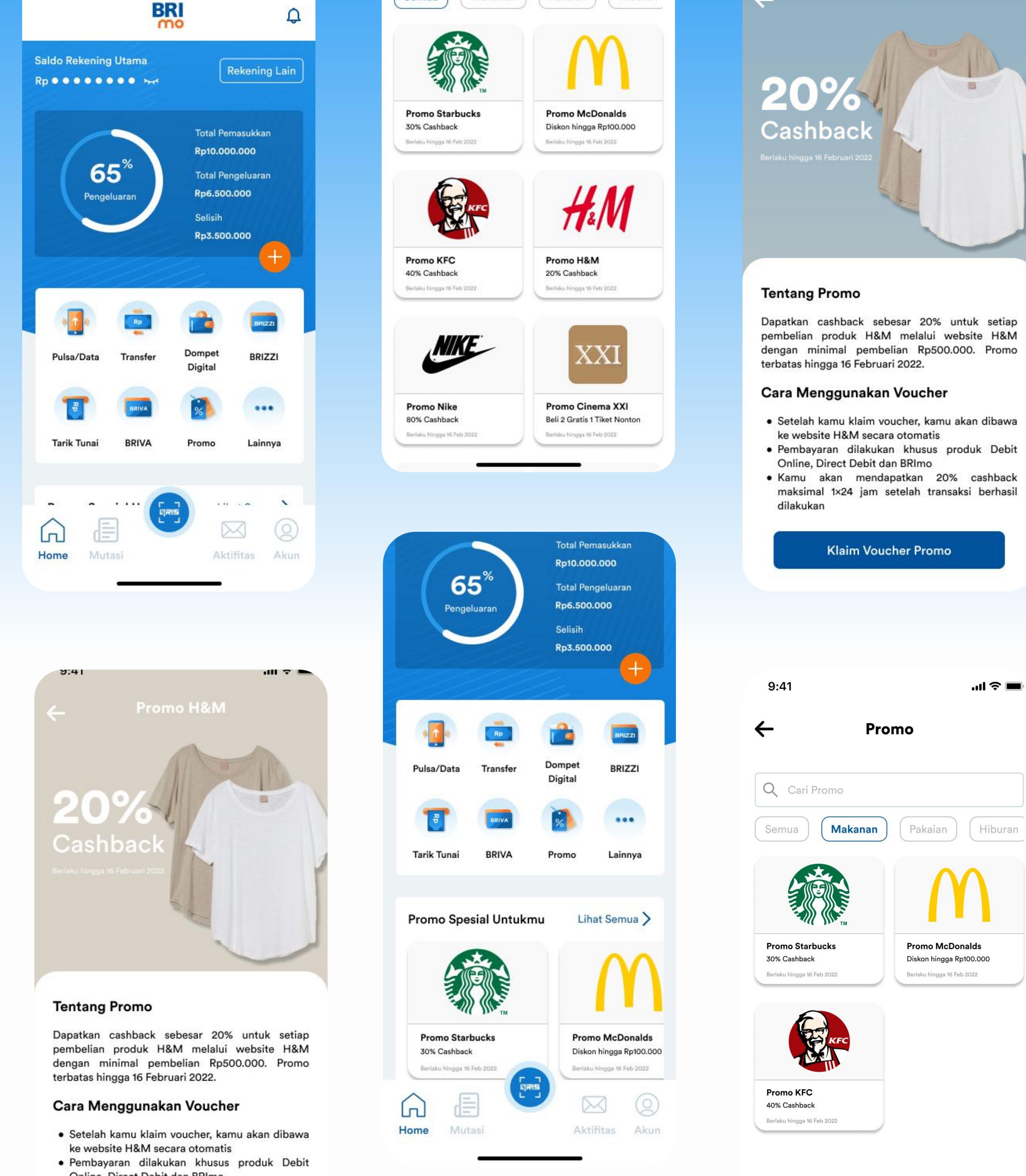
2 weeks

Tools

Figma, Maze, Google Workspace

Design Process

UX Case Study - Promo BRImo Revamp



Thats it and Thank You

Lets get in touch



sittichofifah@gmail.com



+62 851-7998-7848



[linkedin.com/in/sitti-chofifah/](https://www.linkedin.com/in/sitti-chofifah/)