



SITTI CHOFIFAH

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A fresh graduate in Informatics who have a strong will to learn new thing and gain more experience in design. I obsessed with defining problems as well as the creating the design solution. I have experiences in UI UX design for both mobile and web apps. I have a professional experience working as a team when I was an intern at BRI & PT. Kita Keluarga Indonesia.

Work Experiences

Kita Keluarga Indonesia - Jakarta, Indonesia

May 2023 - Aug 2023

UI/UX Designer

KITA is a tech company created to help and assist Indonesian families. KITA created a pregnancy tracking mobile application to support pregnant women and are also in the product development stage to create and fulfill user needs and company's sustainability.

- Create design system for the redesigned application.
- Responsible to redesign visual and user flow of the application features to accommodate the new business ideas (Ex. Shop, To-Do List)
- Create new features to support an event offline by KITA
- Lead a user testing for the new feature improvement.
- Identify and solve why some features are used less by the user

PT. Bank Rakyat Indonesia (Persero) Tbk. - Jakarta, Indonesia

Aug 2021 - Feb 2022

UI/UX Designer

PT Bank Rakyat Indonesia Tbk (BRI) is one of the leading Indonesian commercial banks. BRI's business focus is on banking services in micro, small, and medium enterprises (MSME's). In BRI, I was assigned to join in Digital Banking Development Department.

- I was assigned to work on 5 projects
- Designing user interface for mobile apps, web apps and responsive web interface on BRILink, BRILink Support System, and BRILink Agent Management.
- Redesigning BRILmo apps and Ceria apps user interface based on user centered design thinking method
- Conducting user research through quantitative or qualitative method for BRILmo apps
- Link UI frame to create a good prototype product on BRILink, BRILink Support System, BRILink Agent Management, Brimo, and Ceria
- Create and manage a Design System for BRILink Support System and BRILink Agent Management

Pemerintah Kabupaten Tuban - Kab Tuban, Indonesia

Sep 2020 - Dec 2020

Project Manager

The goal of this project is to build a website and a mobile application for Tuban district to help Tuban's people or tourists in Tuban order public transportation via online.

- In this project, I planned for an iterative software development. Such as planning activities, schedule, time constraint, and creating software requirement specifications.
- I also make a manual book for the product. It teaches the user on how to use the product.

Education Level

Institut Teknologi Sepuluh Nopember - Surabaya, Indonesia

Aug 2018 - Sep 2022

Bachelor Degree in Informatics, 3.50/4.00

Organisational Experience

Informatics Student Association - Institute of Technology Sepuluh Nopember - Surabaya, Indonesia

Apr 2021 - Feb 2022

Vice Head of Internal Affairs Department

- I assist the Head of Internal Affairs Department scheduling and organizing the work program of Internal Affairs for 1 year ahead. We are also ensuring the work plan can be done. Besides that, we are always coordinating with other departments. I also managing meeting minutes and arranging appointment for discussing work program with all members of Internal Affairs

Schematics 2019 - Institute of Technology Sepuluh Nopember - Surabaya, Indonesia

Mar 2019 - Dec 2019

Staff of Public Relation Division (Sub Division : Social Media Specialist)

- We are regularly update social media Schematics with trending content and routinely evaluate the social media activities that are carried out. I always respond to every complaint and input from participants. We have to establish a personal connection with the public or clients

Skills, Achievements & Other Experience

- **Achievements** (2020): Finalist- Cigna Innovation Challenge
- **Achievements** (2020): Finalist- 4C Virtuality National Competition for UX Challenge Category
- **Achievements** (2021): Funded PKM PM Competition 2021 for Community Services Category