PATRICK ALVIAN TJANDRA

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SUMMARY

A passionate Informatics Engineering student from Multimedia Nusantara University with strong interest in programming, software development, and 3D modeling. Proficient in multiple programming languages and experienced in solving complex coding challenges. Demonstrates solid understanding of algorithms, data structures, and software design principles. Highly motivated to explore emerging technologies and build effective, scalable, and innovative digital solutions across both software and creative 3D environments.

PROFESSIONAL EXPERIENCE

Marketing and Social Media Specialist, BellesVillasBali   Jun 2023 – Aug 2024
- Developed and executed social media strategies to increase brand visibility and engagement
- Managed online marketing campaigns, resulting in improved customer acquisition and retention.
- Created and curated content for various platforms to align with brand identity.

Product Manager,Swiss Electronic Store   Feb 2020 - Nov 2023
- Led product planning and coordination for electronics retail operations.
- Conducted market research to identify customer needs and product trends.
- Coordinated with suppliers and internal teams to ensure product quality and availability.

EDUCATION LEVEL

Universitas Multimedia Nusantara — Tangerang Selatan, Indonesia   **Aug 2023 – Aug 2027** (Expected)
Bachelor of Informatics, 3.02/4.00

- Frontend Developer – Web Programming: Developed a web application using Laravel with a focus on front-end features, responsive layouts, and interactive UI enhancements. Grade: A
- Backend Developer – Database System: Built and optimized a database-driven system, designed database structures, and improved system integration and performance. Grade: A
- Project Manager – Introduction to Internet Technology: Led team-based web projects, ensuring strong coordination, technical accuracy, and consistent top results. Grade: A
- Project Manager – Software Engineering: Directed the design and development of a mobile application prototype using the Waterfall model; managed team workflow and ensured functional and visual consistency. Grade: B+
- UI Designer – Human-Computer Interaction (HCI): Designed UI components for a mobile application, including Instagram-style feed layouts, contributing to cohesive visual design and user engagement. Grade: B+

ORGANISATIONAL EXPERIENCE

MAXIMA 2024   **Des 2023 – Nov 2024**
Bazaar member coordinator - Indonesia

- Managed and oversaw the overall operational logistics of the bazaar, including booth placement, visitor flow management, and infrastructure (power supply, security, sanitation).
- Actively coordinated with over 24 tenants/vendors to ensure compliance with regulations, smooth load-in/load-out processes, and fulfillment of their basic needs.
- Developed and implemented daily operational schedules for the volunteer team, ensuring efficient workflow throughout the event.
- Served as the primary point of contact for resolving urgent operational issues on-site, contributing to increased tenant and visitor satisfaction.

Character Building Mentoring 2025   Feb 2025 – Dec 2025

Mentor of Hartsfield Division - Indonesia
- Mentored new university students, ensuring a safe, disciplined, and supportive environment throughout all mentoring sessions.
- Delivered instructional sessions on the 5C principles (Caring, Credible, Competent, Competitive, Customer Delight), including real-life examples and structured presentation materials.
- Coordinated and supervised 22 mentees, maintaining effective communication and engagement.
- Facilitated interactive educational games to reinforce understanding of the 5C values.

Ready to Love UMN 2025 — Equipment & Logistics Committee   Feb 2025 – Dec 2025

Mentor of Hartsfield Division - Indonesia
- Managed event equipment, supplies, and logistical needs to support smooth event operations.
- Handled media-related equipment, ensuring all technical tools were prepared and functional.
- Coordinated and supervised 22 mentees, maintaining effective communication and engagement.
- Operated multimedia systems during event activities, contributing to seamless technical execution.

SKILLS, ACHIEVEMENTS & OTHER EXPERIENCE

- **Website Warmindo Kuliner Jakarta (2024) :** Html & Css Front End, Designer
- **Website panti asuhan (2024):** Front end, Design, Project Manager and Project Report
- **Sword Blender 3d animation (2024):** Blender 3d modeling and animator
- **FindYou Design prototype (2025):** UI/UX Designer, Project Manager, Asset Researcher
- **Food MockUp Prototype (2025):** UI/UX Designer
- **Liga bri (2023):** Event Manager Assistant, LCD advertising technical engineer