

Raihanah Nabilla Firsty Rahman

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ABOUT

Highly-motivated **psychology** student with an immense interest in **product, people, and marketing**. Have 1+ years of experience in developing education **communities**. Currently seeking to enhance knowledge and skills in the area of user experience, research, business, and marketing.

EDUCATION

Universitas Airlangga

Surabaya, Indonesia

Psychology (GPA 3.87/4.00, credits taken: 63/144)

2021 – 2025 (expected)

- Highlighted Coursework: Introduction to Psychological Assessment, Introduction to Psychological Intervention, Statistics
- Activities/Awards: Unggulan Scholarship 2021 Grantee, Silver Medal International Youth Business Competition, 1st Place in Psychology Village National Essay Competition, 2nd Place in Ipsytion National Essay Competition, 1st Place in Festival Psikologi Islam National Essay Competition, Finalist of The Most Outstanding Student in Faculty of Psychology, Universitas Airlangga

EXPERIENCE

Skilio

Singapore

UI/UX & Marketing Intern

February 2023 – present

- Build the **design system** for Skilio's website and web app using Figma, which consists of guidelines for typography, colours, icons, buttons, and cards
- Independently design and implement user-friendly screens for Skilio's website using **Figma (auto-layout)** and **WordPress Elementor** (plugins and CSS) — skilio.co
- Independently redesign more than 70 screens of Skilio's **desktop and mobile web app**
- Actively communicate with the tech team to ensure a streamlined process of project handover
- Perform research through **competitor analysis**, synthesise invaluable insights, develop **user flows** from compiled insights, and design high-fidelity screens for Skilio's virtual assessment app that met the Chief Executive Officer's expectations
- Re-strategize and execute the end-to-end **content marketing process** (content writing, copywriting, graphic design, and social media management), resulting in an increase of Skilio's Instagram engagement rate by 1,000+%
- Produced Skilio's monthly **newsletter** using **SendGrid**, which received a 33% unique open rate
- Combine insights from the product side (understanding the **users' behavioral patterns** to create solutions) and marketing side (**positioning** the solution to the correct target based on the **user persona**) to drive maximum impact in both areas

AjakJago

Indonesia

Chief Marketing Officer (CMO)

November 2022 – present

- **Spearhead** the working flow of 4 divisions (**content writing, graphic design, social media, and web development**) containing 18 members under AjakJago's largest department through Notion, Figma, and G-Suite
- **Plan and ideate** the marketing strategy of AjakJago through a user-centered approach, ensuring an optimal rate of **engagement** as well as **conversion** in social media channels
- Provide 1-on-1 support for 18 team members on work-related and personal development-related inquiries
- **Initiate** an internal project for member growth and development, #WeeklyDigest, in which weekly practical insights on career and self-development are shared to enhance a supportive working experience

- **Ideate, initiate, and lead the execution** of the #JagoCHAMP **marketing campaign** (consisting of pop quiz and mass Instagram story teasing campaign), resulting in the outperformance of the Key Performance Indicator (KPI) by +198%
- Strengthen AjakJago's **brand positioning** through the initiation of #JagoExperience campaign, resulting in an increase in engagement rate by +200%
- Attained 1,500+ **engagements** and 180+ **applicants** in AjakJago volunteering program within 2 weeks through strategic platform **collaboration** and LinkedIn job posting

Head of Design

July – October 2022

- Managed a team of 4 consisting of members from **diverse** university backgrounds to work in a Figma-based space
- Conceptualized and monitored an end-to-end working **strategy** that prioritizes team efficiency and interpersonal communication by utilizing RACI (responsible, accountable, consulted, and informed) framework
- Improved the **visual branding** of AjakJago's Instagram account in four months through 30+ content publications, resulting in an **increase of 50% in AjakJago's follower count and an engagement rate of 3.43%**

BuangDisini

Indonesia

UX Research Intern [[Report Card](#)]

July – October 2022

- Worked closely with the Chief Technology Officer (CTO) under the Product Department to enhance the streamlined **user experience** of BuangDisini's mobile app
- Conducted research data from 5 users through **moderated and unmoderated usability testing** through Zoom and Maze
- Cooperated with a team of 3 in developing a **data-driven report deck** to support the pre-launch app development, which resulted in satisfactory feedback from the CTO (performance & competency score: 85/100)
- Supervised a team of 3 in the making of BuangDisini's mobile app and website **UX writing**
- Contributed to writing the company's **Product Requirement Document (PRD)**
- Conducted **human & computer error analyses** across multiple features of BuangDisini's **mobile app prototype**

StudentsCatalyst [[Report Card](#)]

Indonesia

National Batch Student

December 2021 – March 2022

- Selected as one of the 124 student members in National Batch 2 from 1,400+ applicants to enroll in their professional-development incubation program for 4 months
- Recognized as one of the 12 **best-performing students** in the program
- Case Company's Winner in IdeACT 2022

SetelahSekolah

Indonesia

Vice Manager of Content Writing

May 2021 – November 2021

- **Managed** a team of 4
- Planned and generated 5 **user-centric content** per week for Setelah Sekolah's social media posts
- Developed **content strategy** to maximize Setelah Sekolah's social media engagement rate, helping to gain more than 2,000 new followers within 3 months on Setelah Sekolah's Instagram page
- Utilized **marketing principles** to boost interaction on Setelah Sekolah Instagram page, attracting 600+ audience to its posts

AWARDS

International Youth Business Competition (IYBC)

Indonesia

Silver Medal International Youth Business Competition

April 2022

- Cooperated with a team of 4 in an international-level competition and successfully won the silver medal out of 80+ participating teams
- Proposed and presented an innovative **marketing management app** prototype, *Trip.It!*, designed to help rural tourism SMEs promote their destinations in the digital era [[Access the prototype here](#)]

IdeACT StudentsCatalyst

Indonesia

Case Company's Winner (Waste4Change)

April 2022

- Synergized with a team of 4 to solve the real-world business case from Waste4Change by utilizing relevant frameworks, such as **PESTLE analysis, SWOT, and value proposition canvas**
- Presented the case solution deck directly to the CEO of Waste4Change which resulted in positive feedback

SKILLS & CERTIFICATIONS

Skills: Product (Figma for User Interface Design, UX Research, UX Design) | Content Marketing (Content Writing, Graphic Design, Social Media Management) | Technology (HTML, CSS, Git, Github, WordPress Content Management System) | English (ELPT 630, EF SET 76/100) | Google Suits (Docs, Sheets, Slide) — Portfolio

Certifications: Visual Elements of User Interface Design (CalArts) | Introduction to Psychology (Yale University) | Social Media Research & Analytics (MySkill) | Brand Positioning (MySkill)