

RACHEL JESSICA SILALAH

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SUMMARY

2+ years experience as UI/UX Designer, with experience in cigarette distributor (monitoring, sales, distributor, payment, employee), waste management, and education digital product. I usually improve my UI/UX skills using Figma apps, but open in learning new tools and things related. I am a graduate of Information Technology Education from University of Brawijaya, who has published a final project about usability evaluation of one of Massive Open Online Courses in Jakarta.

EXPERIENCE

UI/UX DESIGNER

MALANG, INDONESIA

PT. Berca Kawan Sejati | Cigarette & Tobacco Distributor

DECEMBER 2023 - PRESENT

- Completed the solution design for the Tokoku app, which is a cigarette buying and selling transaction app between Store Owners and Salesman. Starting from conducting User Research, compiling User Journey Map, Low-Fidelity, UI Style Guide, designing Hi-Fidelity, Prototype, and Usability Testing.
- Creating a revamp of the Gudangku app, which is a cigarette buying and selling transaction app between Salesman and Warehouse Admins. Compile a list of Warehouse Admin Needs, create Low-Fidelity, UI Style Guide, design Hi-Fidelity, Prototype, and Implementation.
- Revamped Athena app, an Employee App. Planning visual design changes according to Employee Needs, designing Low-Fidelity, UI Style Guide, Hi-Fidelity, Prototype, and Implementation.
- Worked on Athena Website and Mobile projects to initialize the set up of the first use of the Athena app.
- Create a design app to summarize and monitor data from all Sales, Customer, and Employee apps. Developed user requirements, Low-Fidelity, UI Style Guide, Hi-Fidelity, and Prototype.
- Revamped Pluto app, a Sales App. Planning visual design changes according to Sales Needs, designing Hi-Fidelity, Prototype, and Implementation.

FREELANCE UI/UX DESIGNER

MALANG, INDONESIA

Freelance

DECEMBER 2023 - PRESENT

- Designed a mobile application for a church community GKA Gracia Citra Raya, focusing on user-friendly navigation for announcements, events, and devotional content.
- Developed a responsive dashboard for a Document Management System Askarasoft, with features like document upload, categorization, and status tracking.
- Created a mobile approval app BCA Life for document validation with a simple, streamlined interface for accept/reject actions and comment inputs.
- Designed a work order tracking system Bina Pertiwi, with real-time task status, allowing users to approve or reject assignments efficiently.

UI/UX DESIGNER INTERNSHIP

MALANG, INDONESIA

Buangdisini | Waste Management

DECEMBER 2022 - MARCH 2023

- Create solution designs through wireframes, flowcharts, storyboards, visual designs, and prototypes for Buangdisini's mobile and back office app.
- Analyze user experience design requirements related to Buangdisini's mobile app and back office with internal and external stakeholders.
- Implement brainstorming results and create concepts with the team to follow up iterations of Buangdisini's mobile application and back office design.

WEBSITE MANAGER INTERNSHIP

JAKARTA, INDONESIA

Quarter | Personal Finance

SEPTEMBER - DECEMBER 2022

- Planning, organizing, implementing, and monitoring every content on Quarter's website.
- Improve user experience on Quarter's website.
- Designing strategies to gain more subscribers and visitors on Quarter's website.
- Work with the event manager to provide new content on Quarter's website.

UI/UX DESIGNER INTERNSHIP

PT. Impact Byte Teknologi Edukasi : Skilvul

JAKARTA, INDONESIA

SEPTEMBER 2021 - DECEMBER 2021

- Learned the UI/UX Design Course on the Skilvul.com website for 8 weeks.
- Collaborate with cross-functional teams to understand user needs and business goals.
- Conduct user research and testing to understand user preferences and behaviors.
- Design solutions user-friendly interfaces based on findings from research and testing.
- Final project to complete UX Challenge from Partner Company : Skilvul Mentor On Demand.

ORGANIZATIONS AND SOME COMMITTEES

Universitas Brawijaya

MALANG, INDONESIA

JANUARI 2019 - DECEMBER 2021

- Participated in various faculty organizations and committees as external affairs officer, arts manager, deputy secretary, sponsorship and venture fund, events staff, and chief secretary.
- Make rules that must be obeyed by all members of the organization and committee in order to create a work program that has a successful goal.

EDUCATION

UNIVERSITAS BRAWIJAYA

BACHELOR DEGREE

> Information Technology Education - GPA 3.57 of 4.00

2018 - 2022

CERTIFICATES

- Build Wireframes and Low-Fidelity Prototypes : Coursera Course Certificate
- Start the UX Design Process: Empathize, Define, and Ideate : Coursera Course Certificate
- Foundations of User Experience (UX) Design : Coursera Course Certificate
- Product Management Career Starter Kit 2022 Bootcamp in Fresh Graduate Academy.
- Kickstart UI UX Design Journey at Rakamin Academy.
- RevoU Mini Course : Intro to Product Management.
- UI/UX Mini-Bootcamp at TierUp Academy Indonesia.
- Skilvul : UI/UX Challenge (Completion).
- UI/UX Design Mastery (Gold) at Skilvul.com.
- Student Ambassador at Mongga Indonesia.

SKILLS

- UI/UX/LXD Design, Interaction Design, Design Thinking, Graphic Design.
- Creative Thinking, Eager to Learn, Openness to Feedback, Team Management, Problem Solving, Detail Oriented, Flexibility, Adaptability, Passionate, Collaborative.
- Tools : Figma, Framer, Canva, Miro, Filmora, Ms.Word, Ms.Excel, Ms.Power Point.
- Language : English, Indonesian.