

RACHEL JESSICA SILALAH

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SUMMARY

2+ years of experience designing digital products for business and operational systems. Currently working at PT Berca Kawan Sejati, focusing on sales monitoring, distributor management, payment systems, and employee management platforms. Skilled in Figma and experienced in translating complex business requirements into structured, user-centered design solutions. Also experienced in freelance projects across multiple industries. Graduated from Universitas Brawijaya (2022) with a published research project evaluating the usability of the Skilvul platform.

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

> Information Technology Education - GPA 3.57 of 4.00

BACHELOR DEGREE
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, Frammer, Canva, Miro, Filmora, Ms.Word, Ms.Excel, Ms.Power Point.
- Language : English, Indonesian.