

AMANDA PRICILLIA HENDRIYAN

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PROFESSIONAL SUMMARY

Fresh graduate in Software Engineering Technology with experience in UI/UX design, web development, and data analysis. Skilled in building responsive web applications, creating user-centered interfaces, and transforming business requirements into digital solutions. Proficient in Laravel, WordPress, Figma, SQL, HTML, CSS, and JavaScript.

WORK EXPERIENCE

iNews Media Group — Jakarta, Indonesia

UI/UX Designer

May 2024 – Dec 2024

- Conducted user research and designed the “User Complaint” feature for iNews digital platform to improve user interaction and engagement.
- Led brainstorming sessions and applied the Design Thinking process to develop user flows, wireframes, and prototypes for comment, bookmark, notification, and complaint detail features.
- Developed the “iNews Byte” short-form news video feature through ideation, design exploration, prototyping, and front-end implementation using CodeIgniter 3 to enhance content engagement among Gen Z and Millennial users.
- Designed digital assets including banners for RCTI, MNC TV, Okezone, Sindonews, and automated infographics to support the company’s media branding needs.

PT Resolusiweb Digital Media — Tangerang, Indonesia

UI/UX Designer and Web Developer

Nov 2025 – Jun 2026

- Designed responsive websites and landing pages for clients to improve user experience across multiple devices.
- Created wireframes, prototypes, and WordPress-based website designs while refining layouts based on user and stakeholder feedback.
- Developed and maintained web applications using Laravel, implementing new features, fixing bugs, and collaborating with the team to improve website functionality and performance.
- Developed digital assets such as promotional designs, pricing lists, and Instagram content to support branding and marketing needs.
- Created and maintained client and internal documentation using Microsoft Word, ensuring accurate reporting, organized records, and effective communication across teams.

PT Max Samasta Group — Bogor, Indonesia

UI/UX Designer and Front-End Developer

Mar 2024 – May 2024

- Designed a location and photo-based employee attendance website, including user-centered interfaces and admin dashboard flows.
- Created admin dashboard flows and user-centered interface designs to improve attendance data management and usability for internal users.
- Developed and implemented the front-end interface using CodeIgniter 3, ensuring the final website matched the designed UI and user experience requirements.

Crewnesia Foundation — Bogor, Indonesia

Social Media Specialist

Aug 2022 – Dec 2022

- Managed social media content planning to improve engagement and maintain digital brand consistency.
- Created visual designs and content strategies based on digital trends to increase audience interaction.
- Collaborated with the creative team to develop digital campaigns and promotional assets.

EDUCATION

IPB University

Diploma 4 – Software Engineering Technology

Jul 2021 – Jul 2025

- Relevant Coursework: UI/UX Design, Web Development, Software Engineering, Object-Oriented Programming, Database Systems, Information Systems Analysis & Design, Data Analysis & Visualization, Mobile Application Development, and Interactive Multimedia.

ACADEMIC PROJECTS

UNESCO — Village Branding Project

Creative Designer

Jan 2022 – Jun 2022

- Created a visual identity system for Wanuaarejo Village, including logo design and branding assets using Adobe Illustrator and Adobe Photoshop to support tourism and local cultural promotion.
- Conducted visual research and developed branding concepts for digital and print promotional materials.

LB LIA English Course

Motion Graphic & Visual Designer

Jan 2023 – Jul 2023

- Produced promotional videos and motion graphics using Adobe After Effects and Premiere Pro to support digital education content.
- Developed storyboards, visual assets, and creative concepts to deliver engaging video experiences for audiences.

KOMINFO Medical Team IPB

Visual Designer

Aug 2021 – May 2022

- Designed Instagram content, event banners, and digital visual assets to support Medical Team SV IPB's branding.
- Collaborated with the communication team to create consistent and audience-friendly visual designs.

Alterra Academy

Becoming Professional UI/UX Designer

Aug 2023 – Dec 2023

- Participated in the UI/UX Design Independent Study Program (MSIB) at Alterra Academy, learning user-centered design, design thinking, wireframing, prototyping, design systems, and usability testing using Figma.
- Developed individual and team-based capstone projects, including FarmaGym fitness planning app and Agriplant smart farming platform, by applying end-to-end UI/UX design processes from research to prototype.

SELECTED PROJECT EXPERIENCE

PT Sinar Transportasi Cepat

UI/UX Designer

Dec 2025

- Designed the shipping cost check feature to help users easily calculate delivery costs based on their shipping requirements.
- Created UI designs for successful and failed result states to provide clear feedback and improve the overall user experience.

PT Megah Agung Sukses

UI/UX Designer and Web Developer

Dec 2025

- Designed a company profile website for Megah Agung Sukses by creating website structure, navigation flow, and homepage layout to improve product presentation and user experience.
- Developed UI elements including favicon, site identity, global font and color styles, header and footer navigation, and product-focused homepage sections based on business requirements.

PT Abadi Makmur Cemerlang

UI/UX Designer and Web Developer

Jan 2026

- Designed a company profile website by creating homepage layouts, product categorization, and navigation structures to improve product discovery and user experience.
- Developed UI design elements including website structure, typography, color styles, header, footer, and product-focused sections for various building material products.

PT Ghelsa Aqua Tech

UI/UX Designer and Web Developer

Jan 2026

- Designed the homepage layout and section structure based on client requirements to create a clear and engaging website experience.
- Developed UI concepts by adapting content from client materials into organized sections and visual layouts for better information presentation.

PT Equinix Business Solutions

UI/UX Designer and Web Developer

Feb 2026

- Redesigned the company profile homepage to create a more modern, professional, and engaging website experience aligned with Equinix's IT solution services.
- Conducted design research, defined homepage sections, and developed UI style guidelines including color palette, typography, and visual direction in Figma.

PT Sany Perkasa

UI/UX Designer

Feb 2026

- Redesigned the company profile homepage to create a fresher, modern, and professional interface aligned with SANY Perkasa's heavy equipment business needs.
- Conducted design research, defined homepage section structures, and developed UI style guidelines including color palette, typography, and visual direction in Figma.

Callista Tour & Travel

UI/UX Designer and Web Developer

Mar 2026

- Developed website inner pages (detail pages) using Laravel under the guidance of a senior mentor.
- Translated UI designs into responsive and user-friendly web interfaces while maintaining design consistency and functionality.

PT Novell Pharmaceutical Laboratories

UI/UX Designer

Mar 2026

- Redesigned the Nutrafor website homepage by combining a clean, premium, and elegant visual style inspired by beauty and wellness brands while maintaining Nutrafor's existing brand identity.
- Developed homepage UI concepts with balanced white space, modern layouts, product-focused sections, and wellness-oriented visuals to enhance brand presentation and user experience.

PT Jaya International Group

UI/UX Designer and Web Developer

Apr 2026

- Designed a company profile website for PT Jaya International Group by creating website flow, page structure, and homepage layouts based on industry references and brand requirements.
- Developed website UI elements including site identity, page structure, header, footer, and navigation for six main sections: Home, About Us, Our Product, Gallery, Blog, and Contact.

STT Periago

UI/UX Designer

Apr 2026

- Designed a university website interface by creating complete page structures and user flows to improve information accessibility for prospective students, students, and alumni.
- Developed UI layouts for various website sections including dashboard, study programs, alumni, registration, pricing information, gallery, and other academic pages with a user-friendly navigation system.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- UI/UX Designer Certification – BNSP | 2025
- Graphics Designer Certification – BNSP | 2026
- Becoming Professional UI/UX Designer – Alterra Academy (MSIB Kemendikbudristek) | 2024
- UI/UX Designer Internship Certificate – PT MNC Televisi Network (iNews TV) | 2024
- Program Pemagangan Kemnaker RI – UI/UX Designer (Redim Infotech Solusindo) | 2026
- UI/UX Designer & Front-end Developer Internship – PT Max Samasta | 2024

SKILLS

- **Technical:** UI/UX Design, User Research, Wireframing, Prototyping, Design Systems, Responsive Design, User Flows, Usability Testing, Information Architecture, UX Writing, Mobile App Design, Web Design, Visual Branding, Motion Graphics
- **Tools & Software:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Canva, Unity, SketchUp
- **Soft Skills:** Problem Solving, Professional Communication, Team Collaboration, Creative Thinking, Adaptability, Time Management, Attention to Detail, Analytical Thinking