NADIYA FITRIANA

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Results-driven professional with expertise in Web Designing, Creative Marketing, and Social Media Strategy. Skilled in UI/UX Design, Creative Planning, and Product Ownership. Strong interest in UI/UX Design, Graphic Design, and Product Design. Proficient in Figma for interface design and prototyping. Experienced as a Social Media Strategist, responsible for creating and implementing comprehensive social media plans, managing promotional campaigns, and handling public relations collateral. Demonstrated success in driving engagement and brand awareness across various social media platforms.

PROFESSIONAL EXPERIENCE

Sworn Translator Kampung Pare, Bandung, Indonesia (Remote)   Feb 2019 - Dec 2020
Assistant Project Manager (Part-time)
- Maintained projects and managed a team of translators.
- Handled client communication, email correspondence, and document legalization.
- Skills: Microsoft Office · English · Communication · Public Speaking · Customer Experience · Teamwork · Time Management

PT. Qwords Company International, Yogyakarta, Indonesia   Mar 2022 - Sept 2022
UI/UX Designer
- Designed end-to-end product designs, including research, wireframes, prototypes, and testing.
- Created illustrations for the company's web assets.
- Projects: omg.id, ilove.id, chatvolution, and Qwords.
- Products: omg.id, ilove.id, chatvolution, and Qwords.
- Skills: Figma (Software) · User Experience (UX) · Responsive Web Design · Mobile Interface Design · Graphic Design · Web Design · English · English as a Second Language (ESL) · User Interface Design · UX Research

Merempah Indonesia, Malang, Indonesia   Jun 2020 - Dec 2021
Founder & CEO
- Made major corporate decisions and managed operations and resources.
- Oversaw product development and acted as the main point of communication between the board and stakeholders.
- Conducted user experience research and testing to improve platform functionality.
- Skills: Team Management · Business Development · Sales · Marketing Strategy · Mobile Web Design · Social Media Marketing · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · User Interface Design · Business Strategy · UX Research · Market Research.

Cyber Army Indonesia, Bandung, Indonesia (Remote)   Jun 2020 – Sep 2020
UI Designer Intern
- Designed user interface pages for CyberArmy's website based on user research.
- Created wireframes, flows, and high-fidelity prototypes.
- Skills: Typography · Adobe Photoshop · Adobe Illustrator · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · Design · User Interface Design.

Graphic Designer Intern (Jun 2020 - Jul 2020)

- Designed creative content for CyberArmy's social media accounts, including Instagram feeds and stories.
- Developed social media banners to enhance content clarity and engagement.
- Skills: Adobe Photoshop · Adobe Illustrator · Creative Concept Design · Graphic Design · English) · Design.

Bandung Digital Valley, Bandung, Indonesia (Hybrid)   Feb 2020 - Apr 2020
Graphic Designer Intern
- Created creative content for Bandung Digital Valley's social media accounts, focusing on Instagram feeds and stories.
- Developed social media banners to improve content presentation.
- Skills: Social Media Graphic Design · Adobe Photoshop · Adobe Illustrator · Graphic Design · English · Design.

BRAKK! Creative Media, Surakarta, Indonesia   Mar 2021 – Feb 2022
Strategic Planner
- Developed monthly editorial plans and managed clients' social media analytics.
- Created creative and marketing plans for brand campaigns and events.
- Managed social media accounts.
- Clients: Fremilt, Pareanom, Moju-moju, Chamber Helmets, Drink Mamata, Honbo drinks, Rattan Suwastama, Anterior.
- Skills: Team Management · Business Development · Sales · Marketing Strategy · Mobile Web Design · Social Media Marketing · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · User Interface Design · Business Strategy · UX Research.

Vantage Markets, Singapore (Remote)   Des 2022 – May 2023
Graphic Designer Freelance
- Created website banner ads based on company requirements.
- Adapted website banner ads for different languages and sizes.
- Revamped user interface pages as needed.
- Created weekly EDM for the company.
- Skills: Team Management · Mobile Web Design · Social Media Marketing · Figma (Software) · Responsive Web Design · Graphic Design · Web Design · English · User Interface Design · Time Management · UX Research.

HalalTrip, Singapore (Remote)   Nov 2022 – Present
Social Media Strategist Intern (Nov 2022 - Mar 2022)
- Created monthly social media plans for HalalTrip and CrescentRating promotions.
- Promoted daily articles, surveys, and newsletters across HalalTrip's social media platforms.
- Developed marketing campaigns for HalalTrip and CrescentRating events.
- Handled public relations collateral, including email marketing, website media, press releases, and events.
- Responsible for company's EDM promotions.
- Created weekly designs for social media and marketing promotions for HalalTrip and CrescentRating.
- Skills: Time Management · Public Speaking · Teamwork · Adobe Photoshop · Adobe Illustrator · Canva · Figma (Software) · Graphic Design · Zoho Social · Zoho Campaign · Zoho Projects · Meta Business Suites.

Social Media Strategist (Mar 2022 - Present)
- Created monthly social media plans for CrescentRating promotions.

- Promoted daily articles, surveys, and newsletters across HalalTrip's social media platforms.
- Developed marketing campaigns for HalalTrip and CrescentRating events.
- Handled public relations collateral, including email marketing, website media, press releases, and events.
- Responsible for company's EDM promotions.
- Created weekly designs for social media and marketing promotions for CrescentRating.
- Skills: Time Management · Public Speaking · Teamwork · Adobe Photoshop · Adobe Illustrator · Canva · Figma (Software) · Graphic Design · Zoho Social · Zoho Campaign · Zoho Projects · Meta Business Suites.

EDUCATION

Telkom University, Bandung, Indonesia   2021
Bachelor of Computer Science
- GPA : 3.26

SKILLS & OTHER

- **UI/UX Design:** Figma, Marvel
- **Graphic Design:** Adobe Photoshop, Adobe Illustrator, Figma, Canva
- **Basic Programming Language:** Phyton, HTML and CSS
- **Microsoft Software:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- **Social Media:** Zoho Social, Zoho Campaigns, Meta Business Suite, Google Trends, Instagram, Facebook, LinkedIn, Later, Canva
- **Google Workspace:** Docs, Spreadsheet, Slides, Google Trends