



Maulina Salsabila Alzahra | as UI/UX or Product Designer

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Summary

UI/UX Designer with 2+ years of experience in crafting user-centered digital solutions. Highly proficient in Figma for seamless mobile and web interfaces. Passionate about the investment industry, with a proven track record of translating complex Investment management complex investment management system into intuitive, high-converting interfaces that align user needs with business objectives.

Education

Politeknik Elektronika Negeri Surabaya - Surabaya, Indonesia

Aug 2020 – Jul 2024

Bachelor of Applied Science in Computer Engineering | GPA : 3.78 / 4.00

Core Skills

- | | | |
|----------------|---|---|
| Design Tools | : | Figma, Figjam, Jitter, Adobe Illustrator and Maze |
| Design Process | : | Wireframe, Information Architecture, User Flow, UI Design, Prototyping, Usability Testing |
| UI Elements | : | Design System with Design Tokens Implementation |
| Soft Skills | : | Stakeholder Collaboration, Visual Aesthetics, Communication. |

Experiences

UI/UX Designer at PT Praisindo Teknologi

Oct 2024 – Present

- Built and managed a comprehensive Design System using Design Tokens in Figma, significantly accelerating design-to-development workflow.
- Designed end-to-end solutions for Investment Management System (IMS) used by Fund Managers, covering complex Back-Office modules and Transaction interfaces.
- Collaborated with Business Analysts to translate client requirements into intuitive Wealth Management platforms for various institutional clients.
- Build design for Pre-Trade Allocation features, analyzing user pain points to ensure a successful system Go-Live.
- Improved user experience by 80% for the Investment Management web platform compared to the legacy application

Project & Internship

UI/UX Design at STRIKE (Real case company)

Jul 2025 – Aug 2025

- Received special recognition for best project, specifically for solving complex user pain points in the scoreboard booking and transaction journey.
- Designed the end-to-end user flow from selection to payment for a mobile booking application. Streamlined the complex booking-to-transaction process, which eliminated user friction during checkout and achieved an **85%** usability score.

UI/UX Designer at PT Sinergi Insan Andalan

Jan 2024 – Mar 2024

- Participated in iterative design sessions and daily meetings to align design solutions with both user needs and technical business constraints.
- Delivered high-quality design assets and prototypes, ensuring 80% of assigned project tasks met stakeholder requirements within the sprint timeline.

UI/UX Design at Startup Campus (MSIB)

Aug 2023 – Dec 2023

- Study Independent learning on UI/UX Design Track using Design Thinking cycle approach (Empathize, Define, Ideate, Prototype, Usability Test).
- Acted as **Lead & UX Designer** for the *Go-IKN* app, managing the full **Design Thinking** lifecycle from user research to high-fidelity prototyping.
- Executed a comprehensive redesign of the *Maxim* app within a 2-week sprint, focusing on optimizing user flows and high-fidelity visual interfaces.

Bencana GO Web-based at BPBD Magetan

Jan 2024 – Mar 2024

- Designed and developed a disaster monitoring and inventory tracking web app, automating manual reporting processes for BPBD Kabupaten Magetan.
- Built a fully responsive platform using **React.js, JavaScript, and SCSS**

Certification

Startup Campus UI/UX Track – Study Independent

Dec 2023

Organization

Students' Union of Computer Engineering (HMCE)

- **Senior Human Resource (PSDM)**

Apr 2022 – Apr 2023

Has conducted regeneration of computer engineering students. Responsible for handling and directing junior staff related to existing work programs.

- **Junior Human Resource (PSDM)**

Apr 2021 - Apr 2022

Had a position as chief executive of LKMM-TD in the computer engineering department. Had a position as the person in responsibilities of student orientation in the computer engineering environment.

Pemandu Latihan Keterampilan Manajemen Mahasiswa(LKMM)

Aug 2021 - Jul 2022

This activity is under the auspices of student management PENS. Be a conceptor and speaker during the activity for 4 departments at PENS. Lead the discussion of training materials for more than 100 new students at Latihan Keterampilan Manajemen Mahasiswa(LKMM)