

# Naya Kusumahayati Rachmi

[LinkedIn](#) | [Portfolio](#) | [nayaakusuma@gmail.com](mailto:nayaakusuma@gmail.com) | [+62 8953 9718 9068](tel:+62895397189068) | Depok, Indonesia

## SUMMARY

Final-year Computer Science student at Universitas Indonesia with interests in product management, digital product development, and user experience design. Experienced in leading projects, collaborating with diverse stakeholders, and translating user needs into practical solutions. Skilled in Figma, Adobe Photoshop, HTML/CSS, and Python.

## EDUCATION

**Bachelors in Information System, Universitas Indonesia** | Aug 2023 to Present

Depok, Indonesia

## WORK EXPERIENCE

**Social Media Strategist, Freelance** | Aug 2020 to Present

Bekasi, Indonesia

- Managing social media for more than 15 brands
- Designed aesthetically pleasing branding for client's social media
- Actively uploading posts and stories every day
- Increasing social media account insight up to 80%

**Graphic Designer, Freelance** | Aug 2020 to Present

Bekasi, Indonesia

- Conceptualized and designed daily content for more than 15 clients
- Do in-depth research for the content created
- Responded to request for logo, banner and others. ensuring the clients satisfaction

## VOLUNTEERING

**Vice Manager of Human Resources Development, COMPFEST 17** | Jan 2025 to Nov 2025

Depok, Indonesia

- Supported the management of 250+ committee members across various divisions by overseeing workforce planning, engagement, and performance monitoring initiatives
- Led the execution of HR programs, including onboarding, feedback collection, and committee development activities, to enhance member experience and retention
- Coordinated with 20+ division leaders to identify organizational needs, resolve team-related issues, and ensure effective cross-functional collaboration

**Manager of Creative Department, Pesta Rakyat Fasilkom UI** | Jan 2025 to Oct 2025

Depok, Indonesia

- Managed and guided 3 creative divisions: Visual Design, Decoration, and Documentation — ensuring seamless collaboration and creative alignment across 20+ team members
- Oversaw the production of 30+ design assets, including posters, merchandise, and digital content, ensuring consistent branding and timely execution across all platforms

**Staff of Media Department, BEM Fasilkom UI** | Jun 2024 to Dec 2024

## Depok, Indonesia

- Managed media partnerships for BEM Media, handling requests from 10+ departments and assigning tasks to the media team to ensure timely completion
- Acted as a mentor for the BEM Fasilkom School internship, guiding and supervising 7+ interns, providing direction and feedback to help them grow professionally
- Coordinated the team to create 20+ media content pieces (graphics, videos, articles) as part of collaborations with other departments

## Vice Coordinator of Creative Department, UI Ethnovaganza | May 2024 to Nov 2024

### Depok, Indonesia

- Assisted in leading the Creative Department for UI Ethnovaganza, a cultural event under BEM UI's Arts and Culture Department, with an audience of approximately 100+ attendees
- Supervised a creative team of 15+ members to produce content, visuals, and event decorations that showcased diverse cultural themes
- Coordinated the production of 30+ visual assets (banners, posters, social media content) to promote the cultural exhibition effectively

## Manager of Digital Marketing for Career Coaching Programs at SISTECH, RISTEK | Jun 2024

### Depok, Indonesia

- Acted as a liaison between mentors and mentees, facilitating effective communication and information flow throughout the mentorship program
- Coordinated schedules for mentors and mentees, ensuring smooth communication and alignment of availability for mentoring sessions
- Developed and maintained clear communication channels to keep all stakeholders informed of program updates, meeting times, and important announcements

## AWARDS

---

First Place Winner at I/O Festival 2026 UI/UX Competition issued by BEM FTI Universitas Tarumanagara | Jun 2026

Hana Bank Scholarship 2025/2026 Awardee issued by Hana Bank | Jan 2026

Finalist of ACTION 2025 UI/UX Competition issued by HIMASADA FMIPA Universitas Negeri Surabaya | Dec 2025

Third Place Winner at INFEST 2025 UI/UX Competition issued by INFEST Universitas Syiah Kuala | Oct 2025

Hana Bank Scholarship 2024/2025 Awardee issued by Hana Bank | Feb 2025

Second Place Winner at Pekan Ristek UI/UX Competition issued by Ristek Fasilkom UI | Nov 2024

## SKILLS

---

- **Graphic Design** : Logo Design, Layout Design, Social Media Design
- **Design Tools** : Figma, Canva, Adobe Photoshop
- **UI/UX Design** : Wireframing, Prototyping, Information Architecture, User Flows, Design Systems, UX Research
- **Programming** : Python, Java, HTML, CSS, Django
- **Collaboration & Communication** : Teamwork, Client Communication, Cross-functional Collaboration