

NABILATUS SYA'ADAH, A.Md.Kom

UI/UX DESIGNER & WEB DEVELOPER

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SUMMARY

UI/UX Designer and Web Developer with 2+ years of hands-on experience, having delivered 100+ WordPress-based company-profile and e-commerce websites for clients across diverse industries, alongside UI/UX design work for web and mobile products. Strong foundation in user-centered design, responsive development, and Agile collaboration, with a consistent record of high client satisfaction and repeat engagements.

WORK EXPERIENCE

PT Webcare Digital Indonesia | Senior Web Developer

Jul 2025 - Jul 2026

- Delivered 100+ WordPress company-profile and e-commerce websites for clients across diverse industries and business types.
- Led the WordPress development workflow and mentored junior developers on responsive design standards.
- Maintained high client satisfaction through informative, on-brand designs, driving repeat client engagements.
- Improved site performance and cross-device responsiveness across all delivered projects.

PT Webcare Digital Indonesia | Freelancer

Jan 2025 - Jul 2025

- Delivered UI/UX design, front-end development, and WordPress solutions for 30+ client projects.
- Built responsive interfaces and customized WordPress themes for company-profile and online-store websites.
- Created design systems and interactive prototypes in Figma, speeding up developer handoff.

PT Webcare Digital Indonesia | UI/UX Designer Intern

Jul 2024 - Dec 2024

- Designed user interfaces and prototypes for 10+ websites and mobile applications in Figma.
- Partnered with developers and product teams to validate design feasibility, reducing implementation rework.
- Conducted user research and usability testing that improved task completion and overall UX.

SiFabel | Chief Marketing Officer

Mar 2024 - Dec 2024

AI-based application helping visually impaired users read books automatically.

- Conducted user research with visually impaired users to shape product vision and feature roadmap.
- Led cross-functional development of the AI-powered book reader app, earning GEMASTIK and Entrepreneur Generation 2024 Finalist recognition.
- Defined market-driven feature strategy that strengthened product-market fit and long-term value.

PROJECTS

Agensie | Co-Founder & CTO

2025 - Present

Smart branding assistant offering website, social media, and business branding services.

- Co-founded Agensie and lead technical direction as CTO, building out the platform's service offering.
- Shape product and go-to-market strategy for website, social media, and branding services.

Shae Life | Front-End Developer & UI/UX Designer

Jan 2025 - Apr 2025

Online learning platform for youth life-skills education through Islamic values.

- Redesigned and developed a custom learning platform, tailoring it to the client's target audience.
- Improved user flow and management system, resulting in a more tailored, higher-engagement experience.

ToeTion | UI/UX Designer

Apr 2024 - May 2024

TOEFL preparation app with Exercise, Lesson, Grammar, and Translate features.

- Designed app layout, navigation, and interactive components across all four core features.
- Applied user-centric design principles that enhanced study experience and engagement.

DOCXTRA | UI/UX Designer

Feb 2024 - Jun 2024

Document-processing platform with Summaroid, Syntax Guard, Similatron, and Doc Query features.

- Designed interfaces and prototypes ensuring intuitive access across all four platform features.
- Unified user flows and visual consistency across features, improving overall usability.

EDUCATION

Electronic Engineering Polytechnic Institute of Surabaya (EEPIS/PENS)

Aug 2022 - Oct 2025

Diploma (D3) in Informatics Engineering, A.Md.Kom | GPA: 3.72 / 4.00

Final Project: “Spatial Visualization of Diphtheria Disease Vulnerability in Surabaya Using K-Medoids Algorithm”

ACHIEVEMENTS

- 2025
 - Favorite Winner, Final Project Competition (D3 Informatics Engineering Category) - PENS
- 2024
 - Finalist, GEMASTIK (ICT Business Category) - PUSPRESNAS
 - Finalist, Entrepreneur Generation 2024 - Politeknik Negeri Batam
 - 1st Place, Business Collaboration 2024 - PENSKY Venture Business Incubator, PENS
- 2023
 - Bronze Medal, Malaysia Invention & Innovation Expo - IYSA
- 2022
 - Gold Medal, International Science and Invention Fair - IYSA
 - Gold Medal, Indonesia International Applied Science Project Olympiad - IYSA

ORGANIZATIONAL EXPERIENCE

- Lembaga Minat Bakat PENS

Apr 2022 - Nov 2024
- BPH Department | Treasurer
- PENSKY Venture Business Incubator

Mar 2024 - Dec 2024
- SiFabel as Chief Marketing Officer | Startup Member
- UKM Software Development

Nov 2023 - Dec 2024
- Speaker and Facilitator
 - Hustler Coordinator

SKILLS

- Hard Skills
 - UI/UX Design (Figma, Canva, Prototyping, Usability Testing)
 - Web Development (WordPress, HTML, CSS, JavaScript, Tailwind CSS, PHP, Flask, Laravel)
 - Agile Methodology (Scrum)
- Soft Skills
 - Teamwork
 - Leadership
 - Problem Solving
 - Time Management
 - Client Communication